

66
The
American Perfumer

and Essential Oil Review

14 CLIFF ST., NEW YORK

PERFUMER
PUBLISHING
COMPANY

THE JOHN C. GREEN
9 25 1924
MARCH
NINETEEN
TWENTY-FOUR



American Can Company

NEW YORK



OTTO OF ROSE D'OR

A rigorous appraisalment of Otto of Rose may avail itself perhaps of the coadjuvancy of chemical and physical mensuration yet the determining factor must ever be the cogently practical resultant as exemplified in the completed perfume.

OTTO OF ROSE D'OR triumphantly meets the closest scrutiny whether it be that of scientific analysis, of odor test or of ultimate accomplishment. For many years the name has stood consistently for the finest Otto of Rose producible. It is a guarantee not merely of a good Otto of Rose but of the best.

Ungerer & Co. - - - - - New York
Botu Pappazoglou & Co. - Kazanlik, Bulgaria

Copyright 1923, Ungerer & Co.

DIANTHINE

CHUIT-NAEF

Of all the countless number of perfume bases which have been introduced, most are practically worthless, many are good and useful, but only a few are indispensable.

Dianthine, Chuit-Naef, has a proven place among these last. Its creation added a new note to the gamut of odors and one as universally valuable in its way as are those of the rose and the jasmine.

To give a list of the compositions which owe something to the soft yet exquisitely spicy aroma of Dianthine would be to compile an Almanach de Gotha of perfume royalty. The perfumer who has not yet investigated its full possibilities still has a treat in store.

UNGERER & COMPANY
M. NAEF & COMPANY

NEW YORK
GENEVA

Copyright 1924, Ungerer & Co.

OIL PATCHOULI "BUSH"

Highest Odor Value

Guaranteed Pure

Distilled at our Linden, N. J., plant from choicest selected leaves of our own direct importation.

Test a sample and PROVE for yourself that it is more economical in the long run to use oil of the HIGHEST QUALITY such as:

OIL PATCHOULI "BUSH"

W. J. BUSH & CO.

Incorporated

370 Seventh Avenue

Chicago Office
1018 S. Wabash Avenue

Works: Linden, N. J.

New York

Montreal Office
394 St. Paul Street W.

National City, California

L 668.051

A 512

494160

240805

Your Attention is Solicited for the Following Articles

La Sabrane

ROSE ABSOLUTE

JASMIN ABSOLUTE (only limited stock)

MOUSSE DE CHENE ABSOLUTE

MIMOSA ABSOLUTE

LABDANUM ABSOLUTE

Also

La Sabrane Essences

for

ROSE AND ORANGE FLOWER WATER

Also—OIL OF NEROLI PETALES—a specialty

Our Own Importation

OIL OF GERANIUM ALGERIAN (the genuine, natural).

“ “ BAY, 45 and 55% Eugenol contents.

“ “ KANANGA, natural and *rectified*.

“ “ LAVENDER, 30 to 40% Ester.

“ “ ROSEWOOD of special selection.

“ “ ROSE CARLOWA at special price.

“ “ VETIVERT—East Indian.

“ “ YLANG YLANG—Julio Witte's and others.

Our Own Distillation

OIL OF CLOVES—EUGENOL and ISOEUGENOL.

“ “ ORRIS, concrete and liquid.

“ “ OLIBANUM—OPOPONAX—PATCHOULY—
SANDALWOOD—NUTMEGS

GEORGE LUEDERS & CO.

New York—427-429 Washington Street

P. O. B. 50 Varick Street Station

Factory: Brooklyn

Branches: Chicago—San Francisco—Montreal

L. GIVAUDAN & CO.
Manufacturers of Artificial Perfumes
Works: Vernier-Geneva and Lyons (France)

A Few of Our Specialties
Which We Bring to Your Attention

PHENYLACETIC ALDEHYDE C. P.

The many qualities offered in this market differ a great deal in strength and purity. We have met with articles containing 50% of Diethyl Phthalate offered as pure.

PHENYLETHYL ALCOHOL

The quality and chemical purity must alone be considered, but even chemically pure products may be very inferior in fragrance in results. A small difference in price should not be considered.

HELIOTROPINE L. G.

The Givaudan product shows its superior quality in crystallization and pure scent: also absence of foreign odors.

CITRONELLOL—RHODINOL—GERANIOL

LAURINE (Dihydroxycitronellal)

DIMETHYL ANTHRANILATE

RALDEINE A. & M. (Methyl-Violet)

AMBRE SYNTHETIC—ORANGE FLOWERS 1202.

MELLITIS—SOPHORA—LILAC 7, and 658

LILY OF THE VALLEY and MUGUET 16

*All these and many others
deserve your attention.*

Sole Agents: **GEORGE LUEDERS & CO.** New York



BOSTON
CHICAGO
COLUMBUS, O.
KANSAS CITY

NEW ORLEANS
PHILADELPHIA
SAN FRANCISCO
TORONTO

FRITZSCHE BROTHERS, INC.

82-84 BEEKMAN STREET,

NEW YORK CITY

THE universality of Rose, Jasmine, Orange, Violet and Lily of the Valley, and their seasonal increased consumption for compositions of the Spring Time, prompts reminder of the following splendid bases, presenting the ideal compromise between natural extractive and synthesis, and retaining in perfect harmony all the advantages of both.

ROSE SYNTHETIC SCHIMMEL & CO.: Affords the sweetness of the Otto perfect even to its waxy aroma, but with much greater yield.

RED ROSE SCHIMMEL & CO.: THE Red Rose, incomparable in its floral beauty, vivified by the indispensable note which distinguishes the real Red Rose aroma from its imitations.

JASMINE SCHIMMEL & CO.: The Pure Jasmine perfume magnified in yield and giving in dilution the harmony usually identified only with Nature's own efforts. The honesty and economy of this Oil is rather unusual for synthetics.

ORANGE FLOWERS SCHIMMEL & CO.: An economical and serviceable replacer for the natural Concrete, of surprisingly true characteristics.

ORANGE FLOWERS SCHIMMEL & CO., TERPENELESS: The valued odor-bearing constituents responsible for the Orange Blossom aroma are here made available for use in low proof spirit work where a high degree of solubility is important.

VIOLET, VICTORIA TYPE:
VIOLET, PARMA TYPE: } SCHIMMEL & CO.

The union of Art and Nature is most happily consummated in these skillful reproductions, each perfectly characteristic of its type; the Violet note so necessary in all flower compositions can be introduced no more harmoniously and efficiently than by these, which so markedly resemble the natural Concrete.

LILY OF THE VALLEY (MAY BLOSSOM) SCHIMMEL & CO.: Ever growing recognition of the importance of Lily blends in almost all "one flower" types and in many compositions of fantasy, demands the unobtrusive strength, but pervasive and unyielding sweetness, fixity, and clarity of purpose afforded in such abundant measure by this tried and true necessity of the perfumers' arsenal.

We are headquarters for

OIL LAVENDER FLOWERS BARREME

in all grades from 28 to 52% natural ester.

Sole Agents in the United States and Canada for

SCHIMMEL AND COMPANY, Miltitz (near Leipzig) Germany

and

CHAUVET & COMPANY: Cannes, France

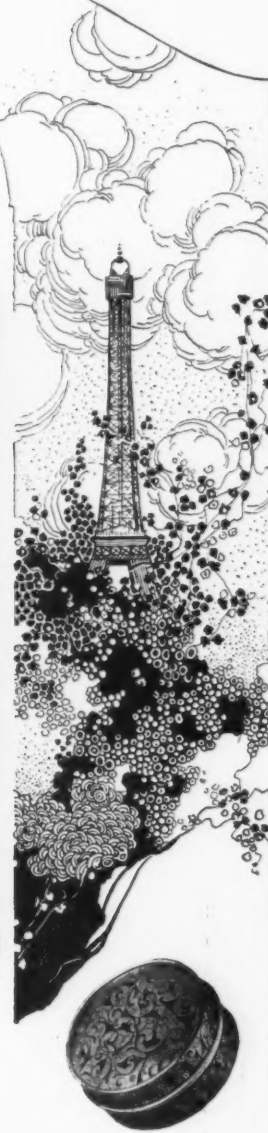
Containers of Refinement in keeping with your product

IN further support of a vast array of Containers uniquely designed and lavishly decorated, we now offer a new number which fully justifies itself in point of display value.

The illustration merely gives a hint of the rich color combinations with our special *Empeco* finish.

This package, to be fully appreciated, must be seen first hand.

Ask us for a Sample.



EMPECO Metal
Face Powder Box
Made to order only

Metal Package Corporation, N.Y.

Sales & Executive Offices 110 E. 42nd St. New York City

Opposite Grand Central Terminal.

Plants - New York City, Baltimore, Brooklyn.

Chicago office: 64 West Randolph Street.

Diethylphthalate



THE absolute purity of our Diethylphthalate makes it especially suitable as a denaturant for formulas 39B and 39C used so largely by perfumers. Our product always exceeds 99½% in ester and it is absolutely odorless, colorless and neutral so that alcohol denatured with it may be used by perfumers without apprehension that the delicate shades of odor will be affected in any way.

Our Diethylphthalate makes an excellent neutral solvent for perfume oils. Guaranteed to comply with specifications of the Internal Revenue department.

Other F & F Specialties

Geraniol—made from Citronella Java, free from acids and aldehydes. Equal to the best imported product.

Nutonka—a new Coumarin aroma of exceptional quality for use where tonka or coumarin are ordinarily used.

Phenyl-acetic acid—for use in rose, lilac and lily compositions and in honey in the flavor line, 99.96% pure.

Cinnamic Acid

Write for Working Samples and Prices.

The **FRIES & FRIES CO.**

Cincinnati
1501 West 6th St.

New York
242 Pearl St.

*Containers
That Sell
Your Product*



The illustration below shows the Passaic Cosmetic Container using two tops and one bottom. The top lifts off easily making a convenient box for other things after your product has been consumed

Has Your Container Advertising Value?



A container that will be left on the dressing table in full view has an advertising value for your product.

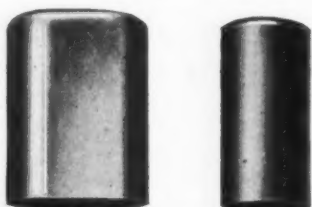
But the Passaic Pedestal-type Container has more than that. It is so unique and so beautifully lithographed that it will remain on the dressing table as a convenient receptacle for hair-pins, etc., long after your product has been consumed.

It has been so designed that by re-

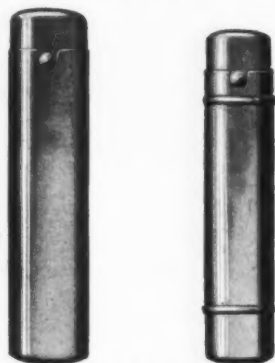
moving the cover and inserting it in the recess in the bottom of the base, it transforms the cover into a pedestal base and perfects a utility container of distinction. It can thus be used as a pin box, soap dish, button box or for a hundred other things. The consumer will readily realize the utility of this package and purchase another, and by the use of one base and two tops, they can create an elaborate receptacle as illustrated above.

PASSAIC METAL WARE COMPANY
PASSAIC NEW JERSEY

Metal Goods of Quality



Perfume Bottle Caps—Special Designs and Finishes



Lipstick Containers

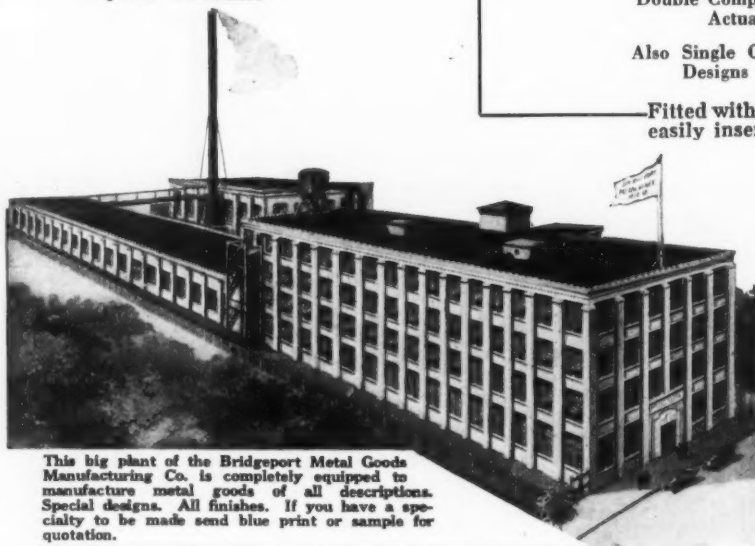


Ring to open Rouge compartment

Double Compact 2½ Inches
Actual Size

Also Single Compact Boxes
Designs to Order

Fitted with Refill device, compacts
easily inserted or removed.



This big plant of the Bridgeport Metal Goods Manufacturing Co. is completely equipped to manufacture metal goods of all descriptions. Special designs. All finishes. If you have a specialty to be made send blue print or sample for quotation.

The Bridgeport Metal Goods Mfg. Co.

Established 1909

Bridgeport, Conn.



Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



Trade Deception === Its Reaction

There is only one way of doing business—the right way. Remember the adage—"You can fool some of the people" These few observations are inspired by an episode fresh in our minds. The writer recently interviewed in our office a man who travelled hundreds of miles to see us and who recited a sad story—rather disastrous from his viewpoint.

About three years ago this same manufacturer wrote us to the effect that he did not believe that the diminishing of the perfume material in conjunction with his particular commodity would affect the sales of same. Our reply naturally was along the lines of caution—we had previous experience. The result—where millions of packages were marketed it has dwindled down to a few thousand packages until the condition became alarming enough for the manufacturer to interview us and ask for a diagnosis of his case. The parties responsible claimed immunity for the erroneous economy—but our files are complete, and figures do tell.

Perfume materials not only are imperative to give a charming odor—they possess certain therapeutic values—quite necessary in conjunction with a number of toilet articles which have ceased to be a luxury but are now classed as necessities. When a manufacturer begins to exercise economy by sacrificing the quality of his goods he has signed his warrant—failure will be the verdict and remember, it is easier to introduce a new product than to explain why a certain article failed to come up to a previous standard.

An observation that proved amusing during the intercourse of the conversation was the fact that this manufacturer acknowledged that a package salesman had been the persuading factor—from his standpoint the package sold the goods—hence an additional amount from the real quality of the product was devoted to the improvement of the packages' general appearance. An attractive package is a selling point at the outset, and attracts the eye but "the proof of the pudding is in the eating thereof".

Are we bringing this matter up through selfish interest?—No! The American toilet article industry must cease its experimenting stage as the writer candidly and certainly most emphatically advised this manufacturer whose name, naturally we are not at liberty to divulge—instances of this character will serve to drive this growing valuable American industry into disrepute. It makes no difference in what corner of the world a manufacturer is marketing his goods—American Quality must be maintained. The entire structure of our business has been built on that basis. Does it pay? We have annually doubled, tripled and quadrupled the scope of our business—that tells the story in a nutshell. Let us all make it a patriotic duty to not only maintain our American-made goods standard, but improve till we have superseded all foreign competition. Quality invariably wins. It can't fail.

Yours for the highest American standards of quality.

SYNFLEUR SCIENTIFIC LABORATORIES, Inc.

Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics

M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.





Trial ounces - \$ 2.90
Pounds - - - 42.50



Trial ounces - \$ 2.10
Pounds - - - 30.00



Trial ounces - \$ 3.35
Pounds - - - 50.00



Trial ounces - \$ 2.05
Pounds - - - 28.75

A few favorite Synfleur Materials preferred and used by
manufacturers everywhere.



Trial ounces - \$ 1.35
Pounds - - - 18.25



Trial ounces - \$ 1.20
Pounds - - - 15.50



Trial ounces - \$ 3.35
Pounds - - - 50.00



Trial ounces - \$ 2.40
Pounds - - - 35.00

See Next Page

THE AMERICAN PERFUMER — SYNFLEUR INSERT No. 164C.



Trial ounces - \$ 4.60
Pounds - - - 70.00



Trial ounces - \$ 1.25
Pounds - - - 16.25



Trial ounces - \$ 3.50
Pounds - - - 52.50



Trial ounces - \$ 4.90
Pounds - - - 75.00



Trial ounces - \$ 1.45
Pounds - - - 19.50



Trial ounces - \$ 2.65
Pounds - - - 38.75



Trial ounces - \$ 2.65
Pounds - - - 38.75



Trial ounces - \$ 4.75
Pounds - - - 72.50

See Next Page

THE AMERICAN PERFUMER — SYNFLEUR INSERT No. 164D.

COPYRIGHT, 1924, BY M. UPSHUR VON ISAKOVICS



Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



ROSE-E

Much superior to the Otto, imparts the delightful Enfleurage effect. One of our most popular materials.

Trial ounces - \$ 5.60
Pounds - - - 86.25



ROSOL-F

The charming intensely powerful Jack Rose Enfleurage odor. One of the sweetest Rose products available for all perfumery purposes.

Trial ounces - \$ 3.50
Pounds - - - 52.50



ROSE-C

Liquid Rose Concrete instantly soluble. Fresh Rose Petal effect. Its fragrance is much appreciated by leading perfumers.

Trial ounces - \$ 4.30
Pounds - - - 65.00



AMBERGRIS

The ideal fixative for all the fleeting floral odors. Popular throughout the world. It gives supreme results.

Trial ounces - \$ 4.15
Pounds - - - 62.50



Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.



Beautébox your product if you want to sell more of it

Now for the proof:

"We wish to express our appreciation for the help and cooperation given us in keeping us supplied with bath talcum boxes.

"We called on you for many more of these boxes than we contracted for, or thought we would need.

"It may interest you to know that we increased our talcum business 200% in the past eight months, and attribute a large portion of this to the attractive appearance of the Beautébox package.

Leigh Chemist, Inc."

THE first two paragraphs testify to the manufacturing service of the American Can Company. Beautébox design plus Canco workmanship and service is unbeatable for sales results. For details, get in touch with

Beautébox inc

120 West 42nd Street
New York City



THIS is an interesting and successful adaptation of the Beautébox shown in colors on the front cover. Read (at the left) what Leigh says of it. Have you considered the advantage of a Beautébox for your product?



American Can Company

NEW YORK

CHICAGO

SAN FRANCISCO

CANCO



Charles Martel at the Battle of Tours

Battle of Tours

*Sixteen Decisive Battles
of the World—
No. 7*

THE victory of Charles Martel over the Saracens at Tours 732 A.D., says the historian Arnold, is among those signal deliverances which have affected for centuries the happiness of mankind.

With an onward sweep of religious zeal, the Mohammedans had torn away half the Roman Empire and had overrun Syria, Egypt, Africa and Spain. No

empire of antiquity had such an extent. Unless stopped, it would have included all of what is now modern Europe.

At Tours the invading host met the Franks; and on the seventh day of the struggle the cross triumphed over the crescent. From then on the development of the nationalities of modern Europe went forward.

Under the MM&R seal and trade mark there is offered to the manufacturing perfumer numerous specialties that will successfully solve his problems and reflect favorably on his logical choice and selection. Your attention is invited to:

ROSESOL MM&R
(A water-soluble rose)

CITRONELLOL MM&R
INDOL MM&R

PHENYL ETHYL ALCOHOL MM&R

New Specialties:

PALMA BOUQUET

ALPHA BOUQUET

TALC VIOLET

MAGNUS, MABEE & REYNARD, Inc.

257 PEARL STREET, NEW YORK, N. Y.

Chicago

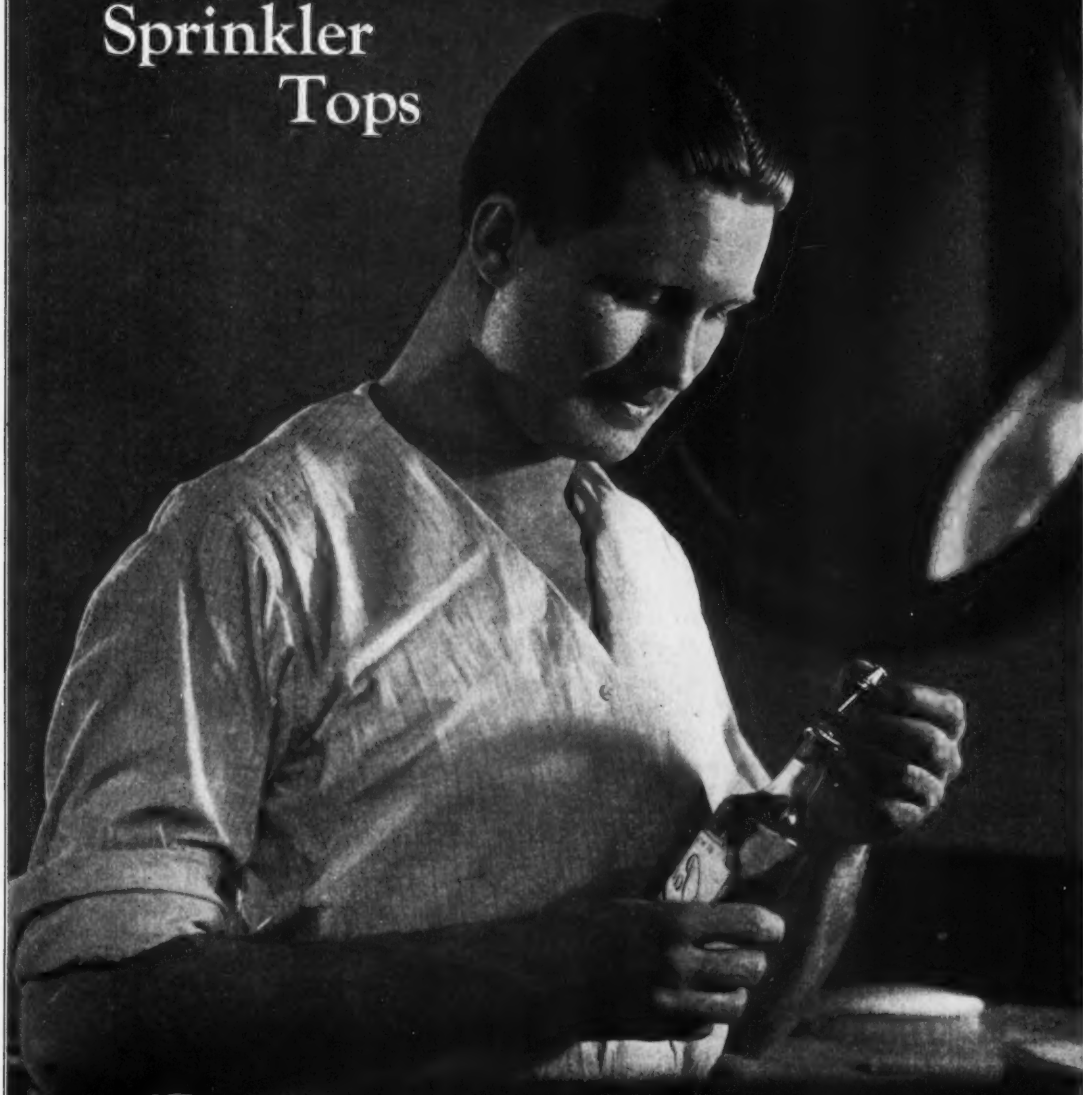
St. Paul



Atlanta

Boston

Metal Sprinkler Tops



WIRZ plug style metal sprinkler tops not only improve the appearance of your bottle, but add considerably to its convenience and sales producing power. We guarantee them not to leak.

Catalogue upon request

A. H. WIRZ, INC.

Established 1836

CHESTER, PA.

Incorporated 1914

NEW YORK OFFICE
30 East 42d Street

CHICAGO BRANCH OFFICE
Cooper & Shuesler, 85 S. Dearborn St.

DELPHI SERVICE

OIL OF ALMONDS BITTER, NATURAL, S. P. A.—OIL OF GERANIUM ALGIERS, PURE—OIL OF ALMONDS SWEET, U. S. P., Pure—OIL OF LAVENDER, U. S. P.—ALPA and MONT BLANC—OIL OF VETIVERT BOURBON—JAVA

CONCRETES

Represent the full odor-value of the flowers from which they are extracted and are of the highest possible concentration.

Jasmin Orris Rose de Mai

FIXODORS

The Fixodors represent in all their intensity the natural odors of the perfume bases from which they are extracted and are of the highest possible concentration attainable. They are readily soluble in alcohol.

Ambrine Benzoin Civette Labdanum Olibanum Vanille

EXTRAFLORES

Their foundations were laid by an acknowledged French expert and are offered to the American perfumers as meritorious bases affording him an opportunity to build the superstructure in accordance with ideas dictated by his individual requirements.

Ambre Chypre Bluebelle Narcisse Yladi

GRASSE

J. MERO & BOYVEAU

FRANCE

ABSOLUTES

Are identical with the Concretos but are the pure aromatic principle of the flower, undiluted by any foreign body and have greater strength, their ready solubility offering to the perfumer a satisfactory and quick method for arriving at results.

Jasmin Mousse de Chene Orange Rose de Mai

SURFLEURS

They are scientifically compounded perfumes of artificial origin distilled in the presence of the flower bearing its name, thus enriching the finished unit with a naturalness in aroma exceeded only by the flower itself.

Aubepine Carnation Heliotrope Jasmin Rose Violet Parme

ODOROLS

Are identical in odor with the Extraflors but manipulated to meet the requirements of manufacturers of toilet powders, creams and lotions.

"ALBERT VERLEY'S RENOWN"

ACETATES: Cyclohexanol, Linalyl 92%, Phenylethyl, Phenylmethyl, Phenylpropyl, Terpinyl.

ALCOHOLS: Phenylethyl Extra—Phenylpropyl—Tuberig.

ALDEHYDES: 100% Pure, C-8, to C-13; C-14 C-16—Muguet, Methylnonylacetaldehyde 100%.

BUTYRATES—CINNAMATES—PHENYLACETATES—PROPIONATES—SALICYLATES—VALERIANATES

Citronellol Ordinaire

Irenia Alpha

Methyl Anthranilate of Methyl

Cyclo Citral

Irenia Beta

Muguet Aldehyde

Citral Citron Doux

Methyl Iridate

Neanthone (Octyl Primaire)

Nerol Pure

Rhodinol Extra

SYNTHETIC FLOWER OILS

Are successfully employed in perfumery on account of the mutual actions observed between chemicals and natural essences.

PERFUMES FOR TOILET SOAPS

Especially prepared to resist alkali reaction.

ARTIFICIAL FRUIT ESSENCES

Extra Concentrated

To be diluted in best alcohol in the proportion of 50 to 100 grammes per liter.

ISLE SAINT DENIS (SEINE)

ALBERT VERLEY

FRANCE

6 Factories

CONIFEROUS OILS, GUARANTEED PURE
Imported from Tirol, Austria

13 Awards

Oil Pine Pumilio U. S. P., pure.

Balsam or Dwarf Pine Needle Oil.

Oil Abies Albae

Silver Pine Needle Oil, highly recommended for perfumers and manufacturers of toilet preparations.

Oil Savin Genuine U. S. P.

Distilled from Juniper Sabina.

Oil Juniper Natural, and twice rectified—Terpeneless and Sesquiterpeneless.

Erste Tyroler Latschenöl-Brennerei
Brüder Unterweger

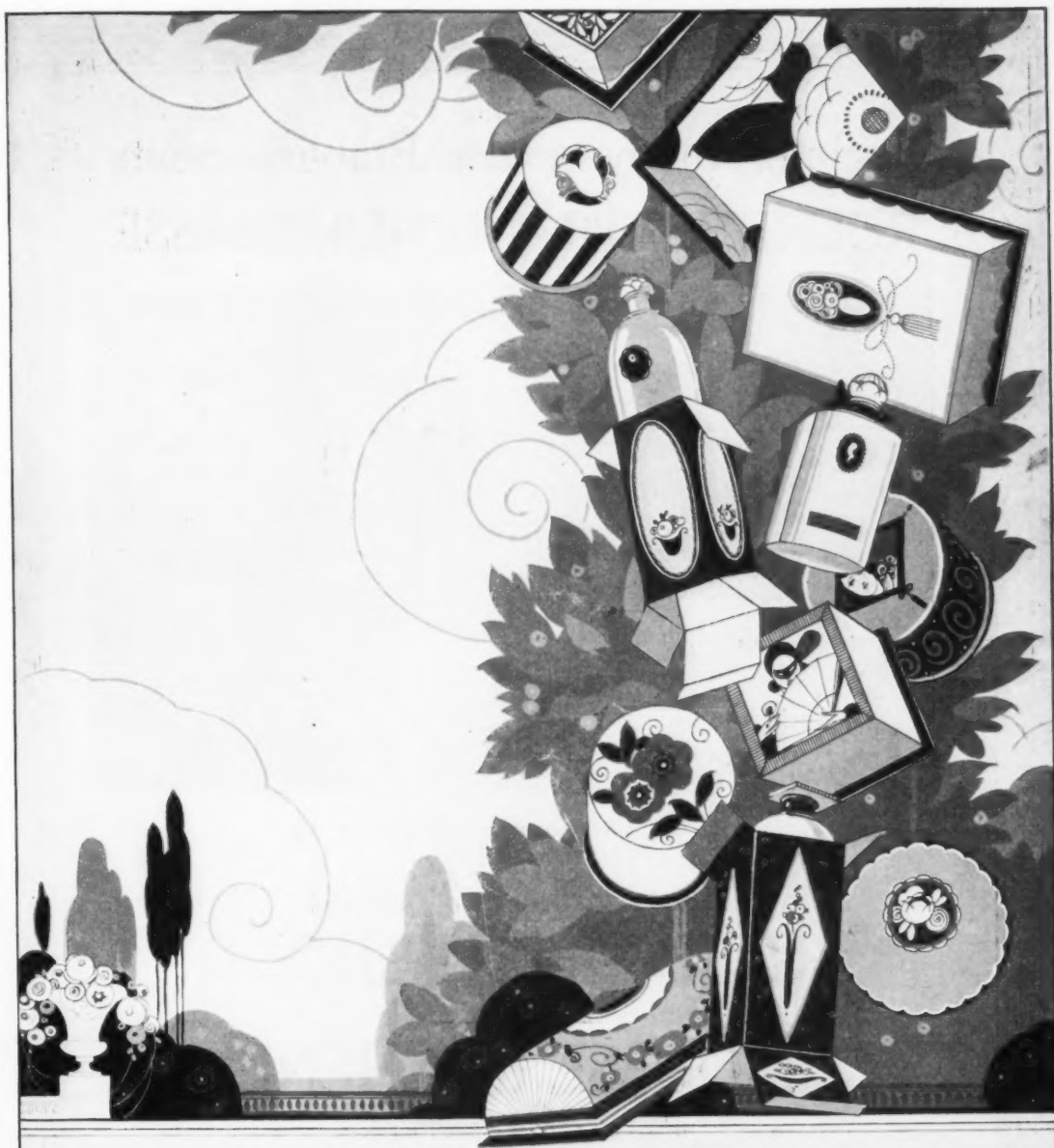
THAL-ASSLING

TIROL, AUSTRIA

DELPHI PRODUCTS, Inc.
95 Beekman Street, New York City

Telephone—Beekman 1514

Cable Address, "Incense"



ADDISON LITHOGRAPHING CO

ROCHESTER, NEW YORK

CHICAGO

Chas. A. Rindell, Inc., 64 W. Randolph St.

BOSTON

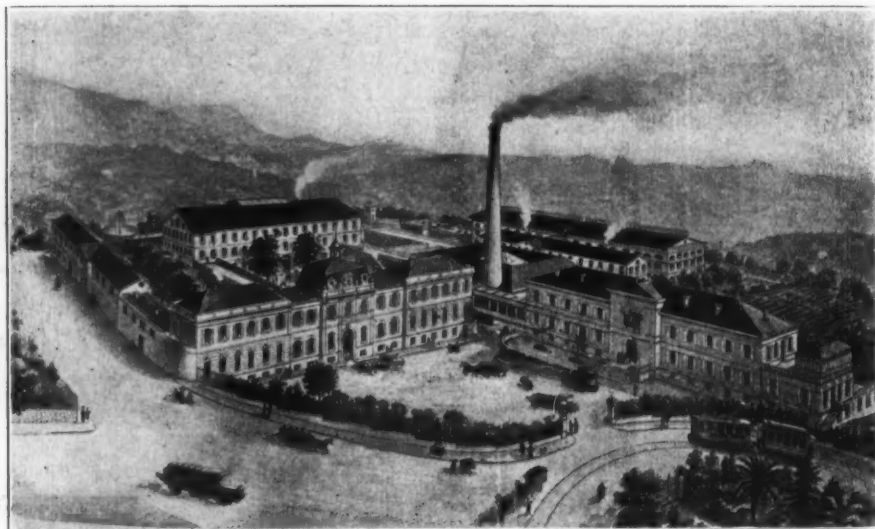
Harvey D. Bodwell, 170 Summer St.

NEW YORK

Wm. H. Green, 469-5th Ave.

CARTONS LABELS BOX-WRAPPS
LITHOGRAPHED

Societe Anonyme des Etablissements
ROURE-BERTRAND FILS, GRASSE



Your particular attention is directed to our

Natural Flower Products
ROSE — TUBEROSE
— — —
MOUSSE de CHENE

which we offer at attractive prices.

— — —
Latest specialty of ours:

ABSOLUTE LABDANUM COLORLESS

Samples promptly furnished on request by

ROURE-BERTRAND FILS, Inc.
461 Fourth Avenue New York

Societe Anonyme des Etablissements Justin Dupont

Argenteuil (S. & O.), France

Fleur d'Oranger Invar

Remarkable for its refreshing odor
and delicacy. Will not discolor and
is wholly soluble in alcohol.

Nardol

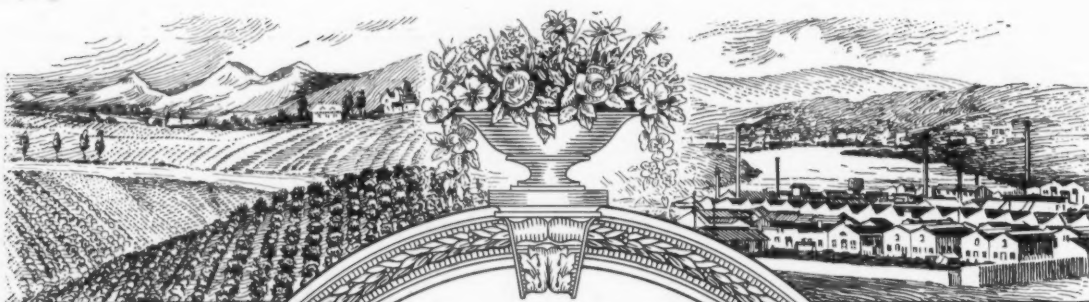
A new product, delicate and tenacious,
resembling in character of
odor that of the Narcissus flower.

Samples and Quotations on Request

JUSTIN DUPONT, INC.

461 Fourth Avenue

New York



SOCIÉTÉ CHIMIQUE DES USINES DU RHÔNE

HOME OFFICE
PARIS

FACTORIES
ST. FONS AND ROUSSILLON, FRANCE. LA PLAINE, SWITZERLAND.

"YO-HO-HO! AND A BOTTLE OF —"

Toilet Water!

Sounds like a pretty sad imitation of R. L. S.'s immortal chantey, doesn't it?

And yet, do you know that the choicest loot that Cap'n Kidd, Morgan, or Long John Silver himself could possibly have hoped to capture was a Spanish Galleon loaded down with pieces-of-eight, silks, spices, and AROMATICS?

Sandalwood, patchouly leaves, and an occasional find of ambergris all helped to swell the ill-gotten profits of these swaggering buccaneers. When a cargo of this type was broached it usually found its way back to Europe via some other vessel, for even these primitive, callous-palmed "gentlemen of fortune" had business acumen enough to realize its value.

The perfume industry today is no longer beset by the risks that an earlier era had to contend with.

You can purchase your aromatic chemicals from us with a sense of absolute security, safe in the knowledge that no pirate has tampered with their primal quality.

Original packages of the following imported "SCUR" products are available to you:

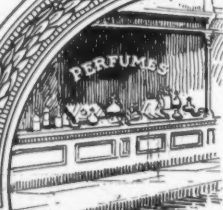
CITRONNELLOL EXTRA
AUBEPINE LIQUID
LINALOOL (BOIS DE ROSE)
LINALYL ACETATE EXTRA

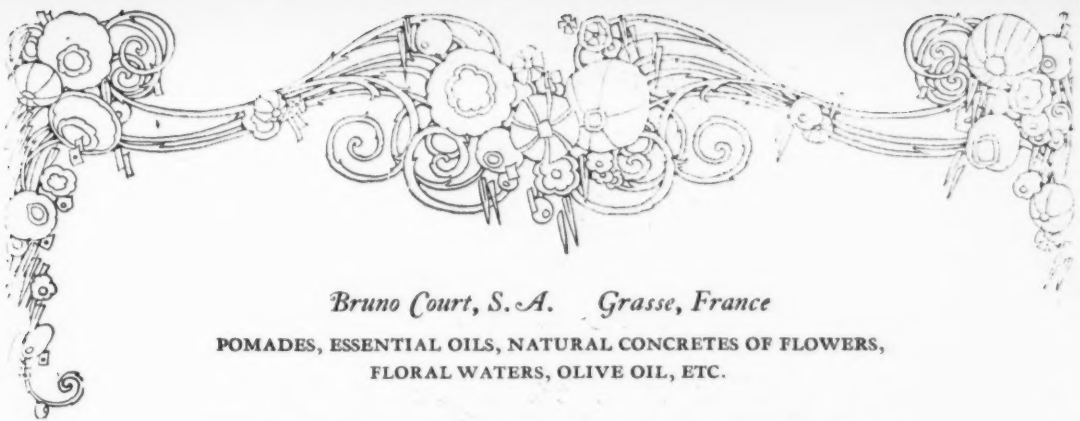
RHODINOLS I AND II
JASMIN BLANC E.
TILLEUL EXTRA CONC.
VIOLET KETONE

"Quality Unexcelled"

RHODIA CHEMICAL COMPANY

89 Fulton Street,
NEW YORK, N.Y.





Bruno Court, S. A. Grasse, France

POMADES, ESSENTIAL OILS, NATURAL CONCRETES OF FLOWERS,
FLORAL WATERS, OLIVE OIL, ETC.

The Economy of Bruno Court Products

FLOWER oils are like other products: their cost is determined by the service that they render. The service principle, so to speak, of flower oils is odor value. High odor value means low ultimate cost. Conversely, low odor value means high ultimate cost. There is consequently an obvious economy in buying flower oils on the basis of odor value rather than on the basis of initial cost.

High odor value is the predominating characteristic of all Bruno Court natural flower products. The inclusion of a Bruno Court product in the formula is a guaranty that the note to be sounded by that product will be given the utmost expression. It is this that makes Bruno Court products such inherently economical products to use.

Bruno Court Jasmin, Rose, Orange, Violet, Tuberose, Rê-seda, Cassie, Lily of the Valley, and Jonquille are deservedly popular among perfumers to whom quality is ever the primary factor in selection. They render an exceptionally high degree of service at a remarkably low cost.

We shall be glad to send samples of any desired Bruno Court products promptly on request.

Exclusive American Agents:

MORANA
INCORPORATED

GENERAL OFFICES
118 E. 27th St. New York City
PARIS
28. Rue St. Lazare
CHICAGO
19 S. La Salle St.
CANADA
MORANA LIMITED
42 Wellington St. East
Toronto
WORKS
Elizabeth. N.J.



P. Robertet & Cie Grasse, France

Some Noted Specialties

THE results of concentrating all of the resources of a highly skilled technical organization upon the production of a small group of products is well illustrated by the prestige that the natural flower oils of the house of Robertet have achieved among perfumers. The superb quality of Robertet *Jasmin Absolute* and *Jasmin Concrete*, *Rose Absolute* and *Tuberose Concrete* has been an influential factor in a number of the outstanding perfume successes of recent years. We will gladly send samples and prices of Robertet specialties promptly on request.



Muguet Robertet

THE item that has perhaps contributed most towards establishing the reputation of the house of Robertet among perfumers is that noted Lily base: Muguet Robertet.

The dominant note in Rose and Lily compositions is imparted by the Lily base. Figuratively speaking, it may be called the soul of Rose and Lily perfumes. As such, its character exercises a powerful influence upon that of the composition: it may either make or break it. Con-

sequently, in selecting a Lily base, all other considerations must bow to quality.

As a Lily base Muguet Robertet enjoys—and deservedly so—a world-famous reputation. Known for the results that it yields, it is essentially a product that is bought on the basis of “quality first.”

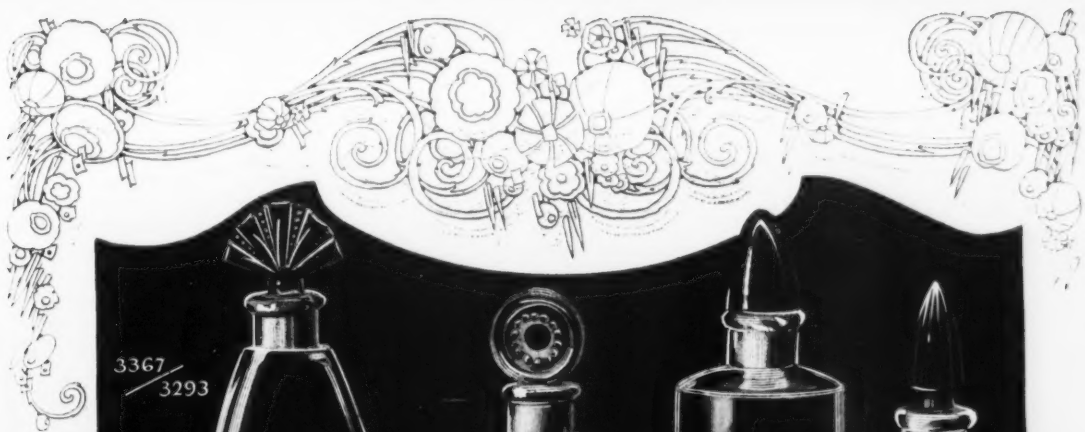
Muguet Robertet is never sold in other than *sealed original packages*.

We shall gladly send samples and prices upon request.

Exclusive American Agents:

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Eltrabeth, N.J.



3367
3293

3265
3293

3317
3003

3358
3239

3132-A
016

3359
3221

GLASSWARE of DISTINCTION

THE perfume bottles illustrated are stock styles made by Viard, Monquet & Viollet le Duc, of Montreuil, France. Yet, they have that same sure touch of distinction that is so striking a feature of the exclusive creations of this noted firm of glass makers. And the prices are very attractive.

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Christo Christoff Kazanlik, Bulgaria

Otto of Rose

IN ALL lines of products, certain brands are the recognized measuring sticks of quality. In Otto of Rose, Christoff's CXC brand is the generally accepted standard. The prevailing conditions in the Otto of Rose market make this preeminently a time for comparing first and then buying. Christoff's Otto of Rose is sold only in sealed, original coppers containing either 4, 8, 16, or 32 ounces. Sample and price sent promptly on request.



Salv. di Dco Rognetta Reggio-Calabria, Italy


Bergamot

THE odor value of Bergamot is directly proportionate to its ester content. This, therefore, is the determining factor to the discriminating purchaser. Bergamot Rognetta, with from 40 to 45 per cent of ester, has an odor value that makes price a mere matter of detail in selection. A sample will speak for itself. Sent promptly on request.

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The Influence of Large-Scale Production upon Quality and Cost

AS necessity is the mother of invention, so is large-scale production the mother of uniform quality and low cost.

Large-scale production manifestly involves the purchase of raw materials on a proportionate scale, thus rendering available advantages that exercise a vital influence upon the quality and cost of the completed product.

Large-scale production justifies the employment of technical talent and processes of a type that, obviously, cannot be applied economically to limited production.

Large-scale production dictates the selection of mechanical equipment from the standpoint of efficiency rather than from the restricting basis of initial cost.

The influence of the foregoing factors is seen in such products as Rhodinol Absolute, Irine Extra Pure, Geraniol, Linalool, Orchidee, and Geranoxide, to mention but a few of the many products that we manufacture in our plant at Elizabeth, New Jersey.

The manufacture of these products is conducted by a highly skilled and experienced group of European and American specialists, in a plant equipped with the latest types of apparatus, much of it of special design.

Into the products go the best raw materials available for the purpose, bought from primary sources through our own direct representatives.

The products are manufactured in large batches, thus making continuity of quality a known, dependable factor.

The sum total of these factors means products that main-



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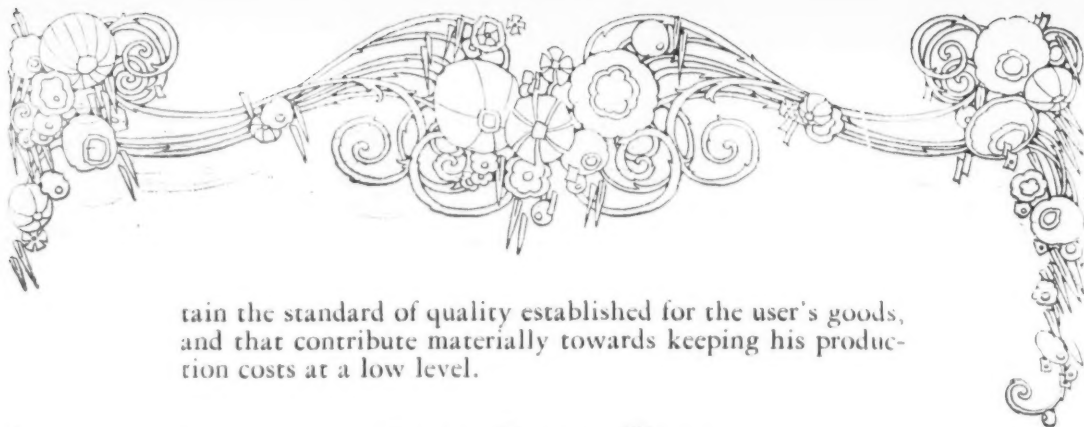
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tain the standard of quality established for the user's goods, and that contribute materially towards keeping his production costs at a low level.

Irine Extra Pure

THE extent to which Violet is incorporated in compositions makes the quality of the product with which the Violet note is sounded of the utmost importance. Unless the quality is irreproachable, the Violet note becomes a discord in the formula instead of a source of harmony.

Irine Extra Pure sounds the Violet note with a sweetness, with an exquisitely smooth mellowness, free from the slightest blemish of a discord in the way of a chemical by-odor. These characteristics, which are rarely encountered in aromatic chemicals, are the direct results of the processes that we employ in manufacturing Irine Extra Pure.

To bouquet odors of the modern type, Irine Extra Pure contributes

the note in which lies the secret of the constantly mounting prestige enjoyed by these creations.

In creams and powders, in which the initial odor value is so frequently lost or depreciated upon the application of these products to the skin, Irine Extra Pure is of particular value, inasmuch as it assures the sustentation of the Violet note.

In soaps, particularly in liquid and paste shampoos, Irine Extra Pure withstands successfully the deteriorating effects of traces of alkali.

Regardless of whether the Violet note is to be the dominant one, or whether it is to be only a note in the chorus, as it were, Irine Extra Pure can be depended upon to carry the note assigned to it.

Linalool

THIS is essentially a product that depends for its quality upon the care used in distillation.

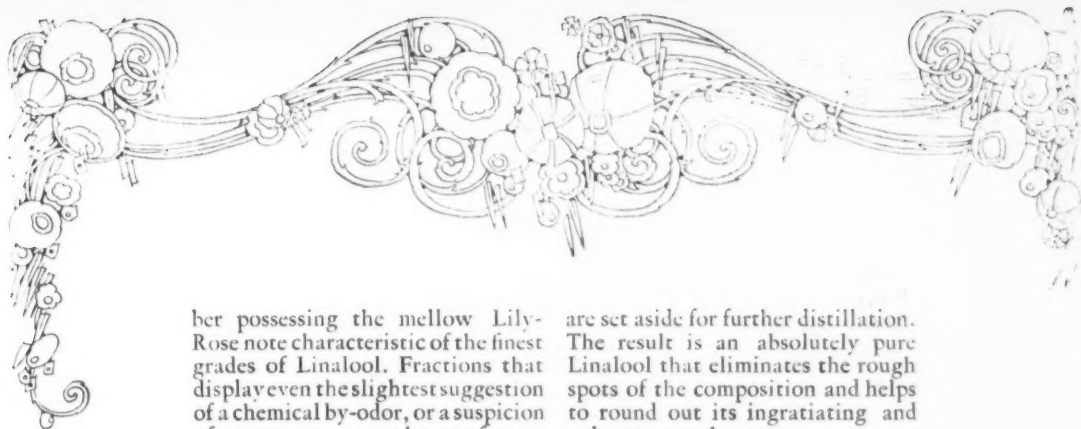
The key-note of the process used by us in distilling Linalool from

Bois de Rose is meticulous care in the selection of the fractions.

From the fractions yielded by the distillation of Bois de Rose, we select only that very limited num-

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her possessing the mellow Lily-Rose note characteristic of the finest grades of Linalool. Fractions that display even the slightest suggestion of a chemical by-odor, or a suspicion of coarseness or roughness of tone,

are set aside for further distillation. The result is an absolutely pure Linalool that eliminates the rough spots of the composition and helps to round out its ingratiating and velvety smoothness.

Rhodinol Absolute

RHODINOL Absolute Morana is a typical illustration of the results achieved by undeviating adherence to manufacturing standards that have quality as their goal.

The dominant qualities of Rhodinol Absolute Morana are its rosy sweetness, undefiled by even the slightest suggestion of a by-odor—its lack of any tendency to sour—its colorlessness—and the tenacity of its initial sweetness even after dry-

ing out on the test strip. These characteristics stamp the purity of the product: they are the undeniable proofs of its entire freedom from blending.

In those modern types of odors of which Rose forms the base, particularly in light and delicately colored compositions, the use of Rhodinol Absolute Morana yields results comparable only with those that follow the use of the natural product.

Orchidee

IN view of its many applications and its indispensability, Orchidee is peculiarly a product in which quality is of predominating importance.

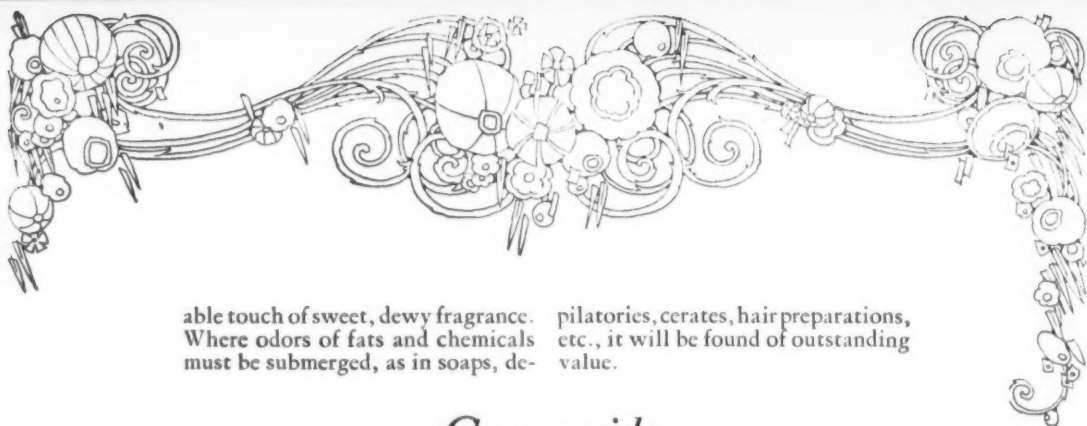
The quality of Orchidee Morana is indicated by an intense and pungent sweetness, absolutely free from any suggestion of a chemical by-odor.

As a developer of floral and bouquet compositions, imparting to them a subtle suggestion of ultra-modernism, Orchidee Morana occupies a unique position. Its fixative qualities make it indispensable as a means of securing permanence in delicate face powder odors. To creams it gives that highly desir-



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able touch of sweet, dewy fragrance. Where odors of fats and chemicals must be submerged, as in soaps, de-

pilatories, cerates, hair preparations, etc., it will be found of outstanding value.

Geranoxide

(REG. U. S. PAT. OFF.)

A SOAP perfume should possess these characteristics: (1) strength; (2) penetrative power; (3) tenacity. Unless it possesses all of these, its use becomes nothing but a needless expense.

That Geranoxide possesses all of the foregoing characteristics is evi-

denced by the persistence of its rosy note until the cake of soap vanishes in its ultimate mass of fragrant lather.

It may well be said of Geranoxide that the memory of its fragrance remains long after the soap has been forgotten.

Geraniol

IN this product, quality is dependent upon the human, rather than upon the mechanical factor. In other words: quality is a question of nose rather than of apparatus—of care exercised in selecting the fractions of distillation rather than of distillation itself.

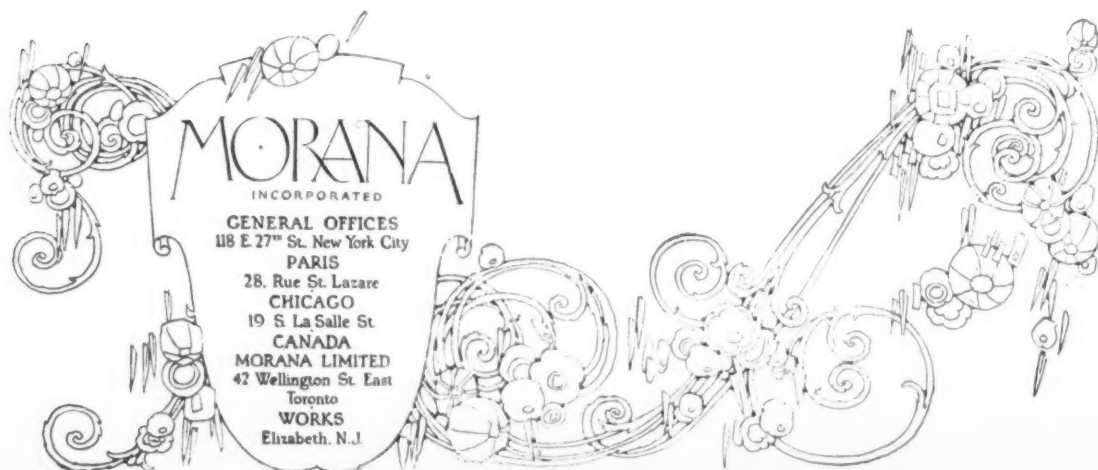
It is the appreciation of the vital

importance of the human factor that is so largely responsible for the exceptional quality of Geraniol Morana. The fractions are selected with a care, and with an odor-sensitiveness that precludes any possibility of the inclusion of a fraction in which even a suggestion of a harsh, jarring note is perceptible.

The Ultimate Test

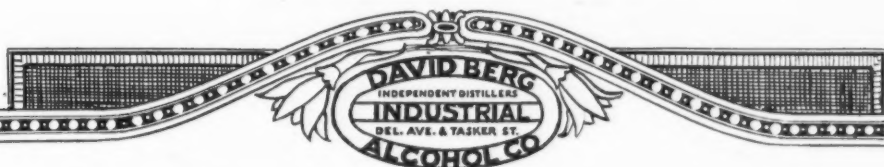
THE ultimate test of any product consists of checking its performance against the claims of its maker. We welcome this test and shall be glad to assist in making it

by sending, upon request, samples, together with prices, of Linalool, Rhodinol Absolute, Irine Extra Pure, Geraniol, Orchidec, and Geranoxide.



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OUR PRODUCT

LOHOCLA

TRADE MARK REGISTERED

ALCOHOL

As a perfume base LOHOCLA will enhance the quality of your product. Every drop of LOHOCLA is distilled forty-four times.

OUR PLANT



OUR SERVICE

LOHOCLA is manufactured by us from the raw product and every operation is under our own supervision.

Our boats bring the raw material to our own pier.

Our large modern plant converts it into the finished product.

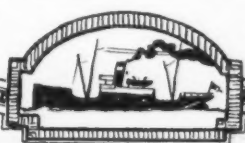
Our tank cars distribute the product and our trucks make deliveries from our warehouses in all principal cities. These are all part of the Berg system of giving you a quality product with an unexcelled service.

JUST OFF THE PRESS.

We have just prepared a booklet entitled "A GUIDE TO THE USER OF TAX FREE ALCOHOL," containing every formula authorized by the Bureau of Internal Revenue and other valuable information to every user of alcohol. *Write for your free copy.*

Write for our prices on formulae 39, 39A, 39B and 40; also any other formula you may require.

David Berg Industrial Alcohol Company
 Delaware Avenue and Tasker Street Philadelphia, Pa.
 New York: 527 Hudson Street Telephone Watkins 8430



New Synthetic Flower Oils

Ambre Powder
Aurantine
Aurantine Savon
Benol
Centiflor
Chevrefeuille
Chyprol
Cytheria

Ciprice
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Giroflee Flor
Lilas Flor
Lilas No. 72
Lyrose
Muguet Flor

Narcisse Flor
Oeillet Flor
Opoonal
Original Flor
Real Violet
Rose Safran
Rose Rouge
Sweet Pea Flor

Specialties

Ambrettol (Musc Ambrette) Rose Alpine
Heliotrope Concrete Tilleul (Hydroxycitronellal)
Oleo Musc Vanilline
Violette: Alpha, Beta, Keton, Methyl
Geranium Leaves artif.

Acetate Eugenol {fixateurs
Acetate Isoeugenol } modernes
Acetophenone
Aubepine
Benzyl Benzoate
Bouvardol
Cinnamic Alcohol from Sytrax
Citral chim. pur
Citronellol
Civet Liquid
Cyclamol
Eugenol
Geraniol
Geranylacetate
Geranylformiate
Jasmin No. 74

Jasmone
Isoeugenol
Irisolette pure 100%
Linalool
Linalylacetate
Linalylformiate
Methylanthranilate
Neroli synth., M & B
Phenyl Ethyl Alcohol
Phenyl Ethyl Benzoate
Phenylacetaldehyde
Rodinol
Salicylate of Amyl
Skatol 100%
Violet Blanche
(Methyl Heptine Carb.)

We ask the American Perfumers to consult us in the event they desire to put on the market a new perfume, and we shall then be glad to submit them samples of New Modern Basic products to serve as a foundation, and to give a special character.



A perfect substitute for Otto of Rose Bulgarian

TH. MÜHLETHALER, SOCIETE ANONYME
Nyon, Switzerland

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**NATURAL ESSENCE
ABSOLUTE**

BY EXTRACTION

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Vetivert India Iris

Mousse de Chene Styrax

Castoreum Labdanum

Labdanum decoloree

Balsam Peru Benzoin

Opoponax

These natural Essences represent the *soluble* matter extracted from the material specified above, and therefore, should not be confused with Oleo-Resins, or Resinoides.

Our special process for extracting this material eliminates all insoluble and resinous matter.



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Why?



THE WESTERN UNION TELEGRAPH COMPANY
INCORPORATED

HERBERT BROWN
CITY SUPERINTENDENT

CHICAGO, ILL.

January 3, 1924.

TO OUR CABLE PATRONS:

It is a privilege to be able to announce to you the completion of arrangements through which, on January 7, London, England and Chicago, will be connected by wire for the first time, when direct service between the world's largest city and the metropolis of mid-west America is to be inaugurated.

This important advancement in international communication is made possible as a result of the work of Western Union engineers and the which pass—

HARD headed business men—the directors of The Western Union—they supply service where service is needed.

Chicago *IS* "The Great Central Market," her trade is vast and far reaching. Not with London alone is she in daily touch, but with all of the far off corners of the earth.

In all modesty, we claim a part in this growth and development—for all of fifty years we have been in and of Chicago.

M. L. BARRETT & CO.

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IMPORTERS

MANUFACTURERS

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Cable Address—LAZERNO



Jasmin Fleur

Fulfills the requirements of the most discriminating, wherever an artificial Jasmin is used.

Our Jasmin Fleur possesses the strength, sweetness and flowery character of natural Jasmin.

Write for sample and price

VAN DYK & COMPANY

Founded 1904

WORKS:
JERSEY CITY, N. J.

6 Platt Street
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In making perfumes with Denatured Alcohol, insure the quality by specifying Van Dyk & Co.'s brand Diethyl Phthalate.



Trece Vanities

of

Permanent Sales Value

TRIPLES	SINGLES
DOUBLES	ROUGE

Complete in Durable Vanities; with
Spring Button or Friction Catch.

Thin Vanities of appealing size and
light weight.

IN keeping with traditional Trece policies, we offer for 1924, Trece complete compacts in the new thin wafer models for the rouge and single powder. This reconstructed thin double and the ever popular triple is ready for immediate delivery.

Trece Painted Vanities

To meet the demands of the time, we now offer hand painted vanities under your own private brand. There is a growing demand for hand painted vanities, now offered to the retailers usually in unbranded and unknown packages. Trece hand painted compacts are offered in a number of attractive and well painted designs to the *trade only* in branded packages. Quality painted vanities are in great demand and your own line can be had in triples, doubles, singles and rouges with the knowledge that repeat sales will follow.

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Western Representative : V. E. Meadows, 1719 Wallen Ave., Chicago, Ill.
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Lip Sticks

Flavored to
Taste

The latest Parisian fad.
Prepared under the
personal supervision
of Mr. A. Gimonet.



Strawberry
Orange
Maraschino

Pineapple
Raspberry
Oxheart Cherry

Blackberry
Cherry (Wild)
Vanilla

Oval
Lip Sticks

Mirror Sticks in Black Nickel and Gold Plated
Plain Sticks— $\frac{1}{2}$ -Inch Size in Gold Plated and
Black Nickel

Trece lip sticks are indelible—permanent and pure.
Only guaranteed vegetable colors and fruit flavors
used.

Trece Cream Day Rouge

Dry rouge for evening use, cream rouge for the day is the popular call of the day. In the new flat non-tarnishable vanities, under your own private name, you will find that the cream day rouge fills a long felt need. It's permanent, as it will stand up under most trying conditions and has that real healthy, youthful glow that improves the appearance. Furnished in the four popular shades—Wild Cherry, Oxheart Cherry, Maraschino Cherry and Orange. Can be used for lips or face.

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ON account of the present scarcity of
Natural JASMINE we beg to draw
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By far the best Synthetic Jasmine on the
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all over the world as the most satisfactory
product of its kind. A specialty of our
house. It has the character of the natural
flower.

Heiko Jasmine
Colorless No.151

(Colorless Jasmine Oils)

Heiko Jasmine
Colorless New

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Gives the sweet
Jasmine note in
Lilac Vegetal.

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The best colorless Jasmine on
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The leading base for Lilac Compositions

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VIOLET "C" VIOLET "H. B."

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FACTORIES OF HEINE & CO. LEIPZIG



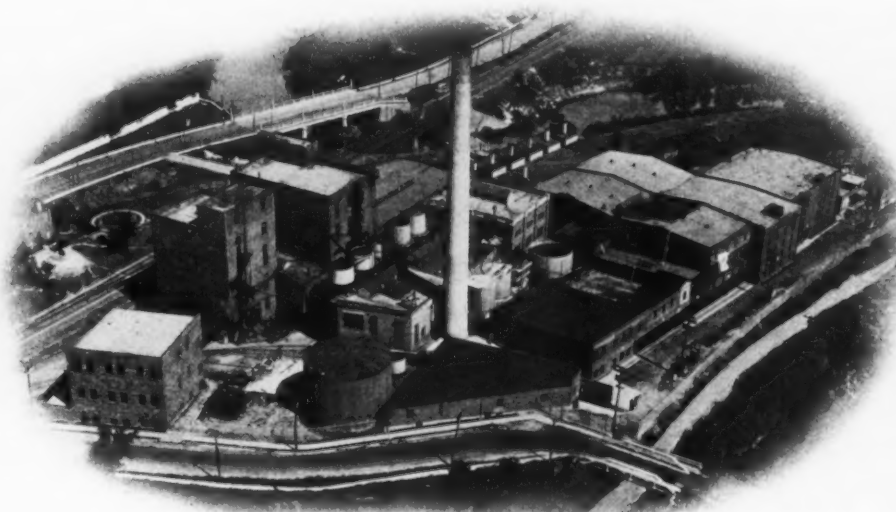
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PURE—190 PROOF—U. S. P. QUALITY
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"MODEL GRAIN DISTILLERY"

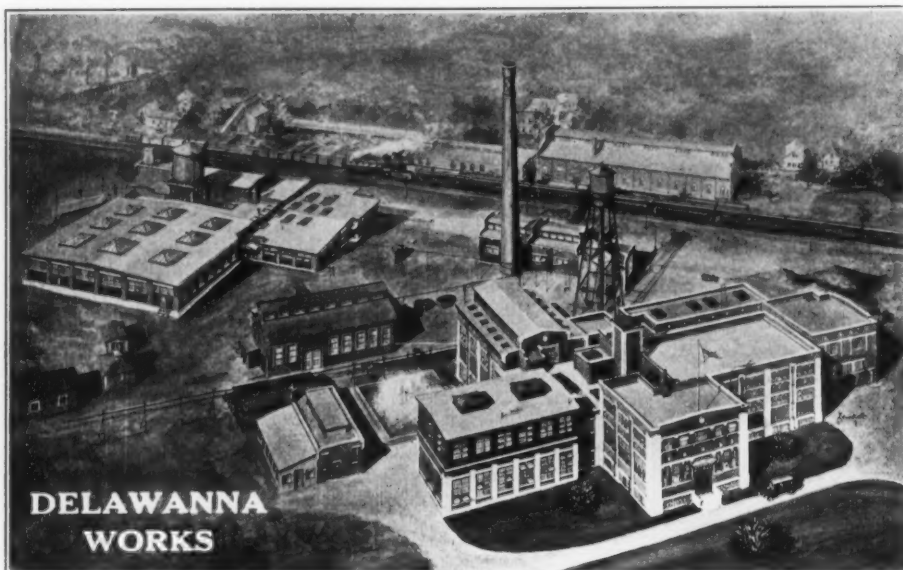
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 Industrial Alcohol Plant No. 19
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Where "Delawanna" products are made.

POLICY

TO develop a progressive American institution that will produce the best Natural and Synthetic organic materials, so uniform in quality that the mark DELAWANNA will be a protection to the perfumer and soapmaker.



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LET us help you to improve your package. We are experts in our line. Always something new and distinctive. Get in touch with us (telephone Vanderbilt 0321-0322) and we will have a capable and practical representative call on you. It will be to our mutual advantage. Samples gladly submitted.



One of Our New Styles.

Our 1098—3¼ oz., Toilet, with 1095 Stopper, frosted. We also make this style in ½ and 1 oz. Perfume and 8 oz. Bulk.

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Geraniol

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Benzyl Acetate

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Linalool Bois de Rose

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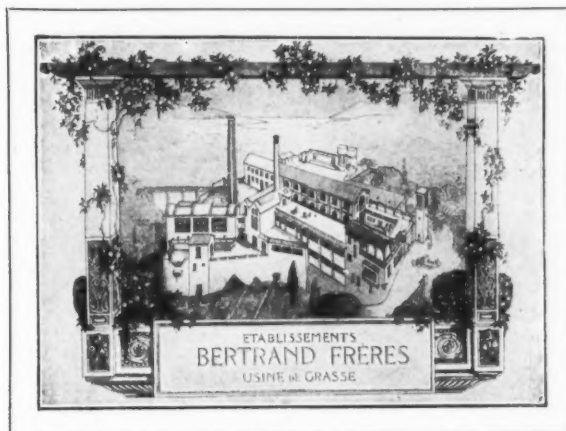
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for Perfumes, Soaps, Etc.



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Established 1858

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OIL NARCISSUS "P. L."

Lb. \$48

Oz. \$3.25


Most wonderful character of
the modern type with excep-
tional lasting quality.

OIL NARCISSUS "GRASSEFLEUR"

Very distinctive and desirable
interpretation of Narcissus.

*Both products should be blended with
Tinctures of Ambergris and Tonquin Musk.*

PIERRE LEMOINE ET C^{IE}., Inc.
294 PEARL STREET NEW YORK, N. Y.



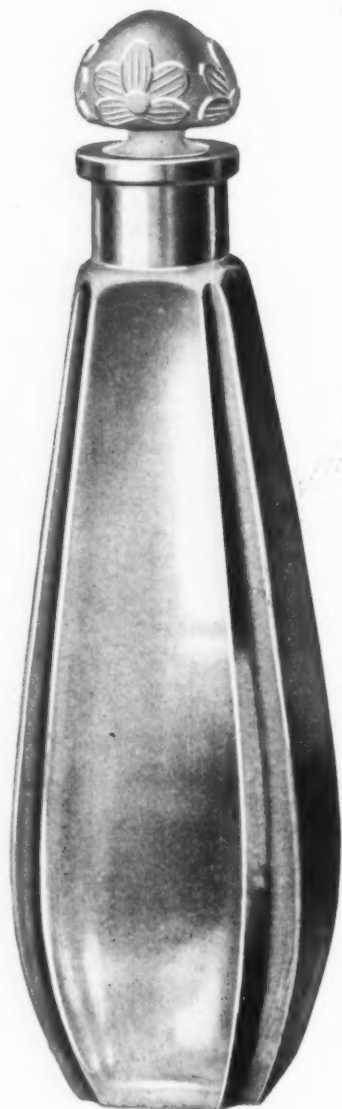
SWINDELL BROS. fully value the complete confidence implied in the patronage of the leaders in the perfume industry. They habitually write their appeal for public patronage in Swindell glassware.

*Write us about any
style of bottle*

SWINDELL BROS.

BALTIMORE, MD.

NEW YORK OFFICE, 200 FIFTH AVENUE



3½ oz. Toilet Water
No. 801
Stopper No. 412

Bottles which brilliantly
reflect the perfumer's
purpose—made only from
covered pots, insuring
highest quality.

Catalogue on Application

MILLVILLE BOTTLE WORKS

Main Office and Factory

MILLVILLE, N. J.

NEW YORK

PHILADELPHIA

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SAN FRANCISCO

THE SPIRIT OF INQUIRY

INVESTIGATIONS aimed at the discovery of new facts, new principles or new ideas in the use of Chiris' products are always in progress.

The results of such research may come quickly in an entirely unexpected manner, or they may come slowly or not at all—they are, as it were, gambles on the future.

Nevertheless, such work is absolutely vital to the existence of any industry, for no individual, no industry, any more than a nation, can stand still. It must progress or go backward.

What makes toward lack of progress is lack of ideas. An industry may fail as badly because of "lack of ideas" as from lack of capital, and of the two failures the former is the more hopeless.



The Same Since 1768

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Antoine Chiris Company
147-153 Waverly Place, New York

Chicago Office:
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CHICAGO

San Francisco Office:
216 Pine Street
SAN FRANCISCO

St. Louis Office:
511 South Second Street
ST. LOUIS

Canadian Office:
489 St. Paul St., West
MONTREAL

OIL OF NEROLY PETALE

THE LOW price of orange flower products this year will permit the perfumer to use to a much greater degree this most popular of floral odors.

OIL OF NEROLY PETALE CHIRIS is an article of a quality to recommend it highly to all manufacturers of toilet goods.

We would suggest that you cover your future requirements for OIL OF NEROLY PETALE at this time when prices are so favorable.

If you are not familiar with this old standard product, samples and quotations will gladly be furnished on request.



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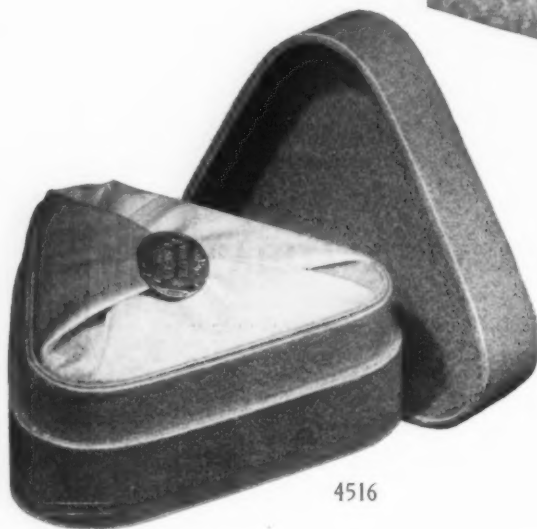
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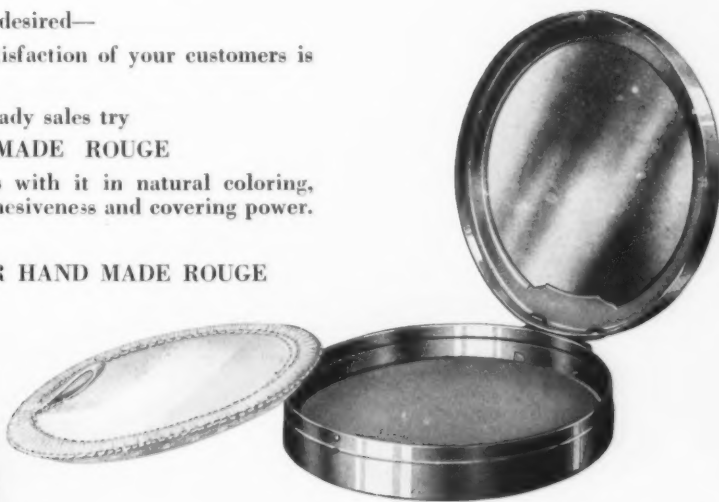
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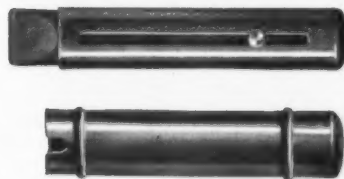
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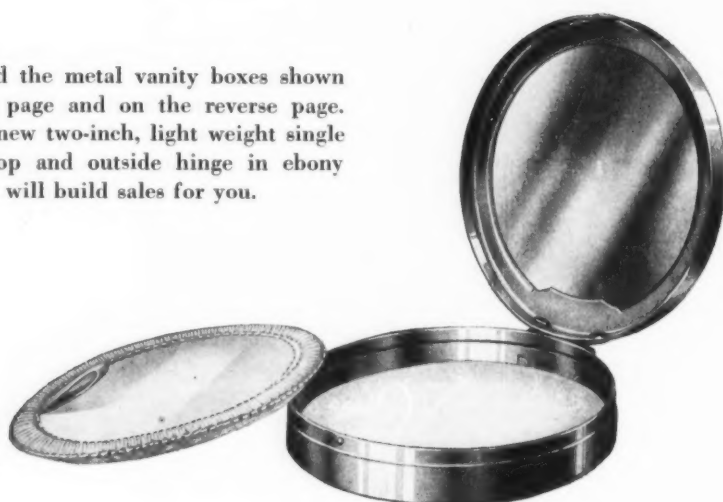
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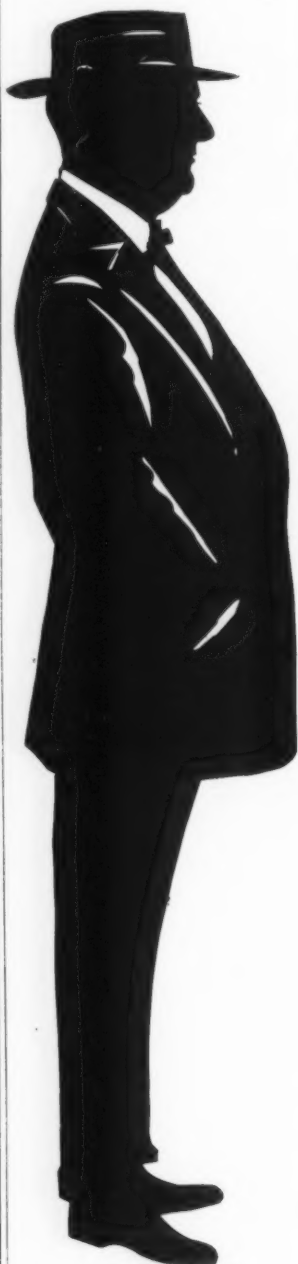
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Broadcasting from Croton-on-Hudson

NOW is the time to prepare for your Easter trade. You are all familiar with the well-known and apropos custom of sending "Easter Lilies" as an Easter remembrance and you, no doubt, even contemplate doing so yourself.

Its stately splendor, white pureness, decided simplicity and beauty plus refinement of odor, make it quite the ideal gift for Mother, sister, sweetheart or wife. But, we must consider that it will last but a short while, then fade away.

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And before I sign off, let me say that by placing your order promptly for this "Easter Lily" Oil it will have time to sufficiently age and your customers will receive the full benefit of this exact reproduction of the well-known favorite—"Easter Lily."

Use the coupon below when ordering, and if you're on our account books, no enclosure is necessary. We'll tell you the proper proportions for a first-class Perfume or Toilet Water—these instructions will accompany your order. And while waiting anxiously for the opportunity to serve you, we remain

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Enclosed find \$ for trial oz. or lb. of

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Special threaded-bottom self-propelling handsome plated case with thick Chameleon filler. Retails for \$1.00.



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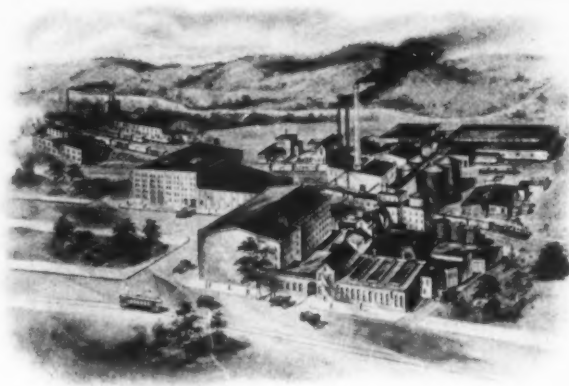
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WE blend our pure grain spirit to keep in step with the needs of perfumers for specially denatured alcohol; but we never change the quality and so we keep in step with the Rossville tradition for absolute purity and permanent freedom from objectionable odor.

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It is much more LASTING than ORRIS CONCRETE.



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The Latest Lipstick

Under Your Own Name

Note These Selling Points:

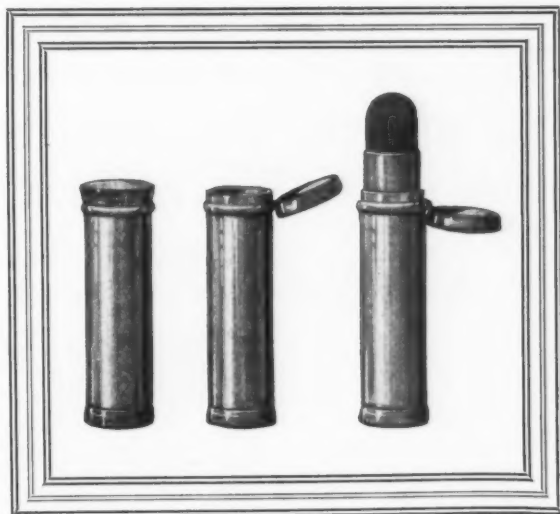
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2. Cap is attached by hinge so that it cannot be lost.
3. Lipstick is raised and lowered like the lead in a patent pencil.
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Furnished in polished brass lacquered, gun metal, or gold plated finishes.

Write for samples and full information.

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We can furnish lipsticks in a true indelible light and indelible orange, turning to red, or a practically indelible dark, with fruit flavors or perfume odors.

We also call attention to our other cosmetics. These include rouge and powder compacts available in bulk or in complete packages under your own name and brand; eyebrow pencils, cosmetic, etc.

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Quality! it's in the ore

WHEN we speak of the superfine quality of Sierra Talcs—our Sierra Snow and Sierra Cloud brands—we are talking of something tangible.

Quality in a talc is not a matter of "chance."

It is invariably the result of taking a perfect ore, and putting it through a painstaking process of scientific treatment—of experience and effort to give the perfumer the best talc that can be obtained in this, or any foreign country.

We have obtained a standard of quality. We adhere to it. Our Sierra Snow and Sierra Cloud brands are uniform and unvarying in quality. They meet the most exacting needs of the perfumer trade.

SIERRA TALC COMPANY

Los Angeles

: :

California

*Write for new booklet
"The Story of Good Talc"*





Slip—an essential quality of good talc

If a manufacturer of toilet goods was asked to name the essential physical qualities of the talc he used in making up his high-grade powder he would probably put down: *1. Size of grain, 2. Shape of grain, 3. Hardness, 4. Color, 5. "Slip," 6. Specific gravity*—and so on.

Chances are he would underscore "slip"—saying that by experience he had found that proper "slip" in the talc he used was highly important. Too much is objectionable. The result is a "greasy" powder. Too little renders the high-grade powder chalky and useless. Because—after all the chief function of a high-grade face powder or foot powder is to soothe—to adhere to irritated or chafed skins—and many people choose talcum powder solely on power of smoothness or "slip."

"Slip" depends more upon the rock itself than upon grinding and milling processes. Sierra Talc—both the Sierra Cloud and Sierra Snow brand have a very satisfactory "slip"—are of unvarying fineness, mix readily with other powders and adhere well to the skin.

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So fine that it floats in air. Made from finest particles in the grinding processes. For the finer uses in the perfumer trade.

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French Type, per lb. \$30.
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6 to 8 ozs. to 100 lbs.

For Mud Pack and Vanishing Cream**LOCUST BUDS**

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For Stearic Acid Cream**LILAC No. 100**

Per lb., \$9; 6 ozs. to 100 lbs.

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Oil per lb. \$7.
1 oz. to gallon; 65%
Alcohol; Produces odor
like the imported tonic.

BOUQUET BUDS

Oriental per lb. \$20.
1 oz. to gallon; 65%
Alcohol; Wonderful Toilet
Water, to go out under a
coined name.

LILAS VEGETAL

Oil, per lb. \$16.
Like imported Lilac
Water. 1 oz. to gallon;
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The Public judges your Toilet Goods by the Perfume—

and, from long experience, we, too, know what they want.

Write for List of

BLENDED CONC FLOWER OILS

and COLORS; also free Booklet of Toilet Requisite Formulæ

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THAT delicacy—that character-
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much desired in aromatics and
flavors, is only obtained by long
plant experience, where manufac-
turing details have been perfected.

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Their aroma and true flavor in-
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The finest quality obtainable, in new and original containers.

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OUR MOTTO:

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*An opportunity to prove it is all
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Sweet Pea Tilleul, etc.

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and CALAIS
FRANCE

In Our Humble Opinion

one manufacturer of compacts in particular is going to revolutionize the trade during 1924 because he had the courage to make a radical departure from the so-called standard types in use. The most important element in his package is a really superior powder puff—one that will actually take up and apply compact powder properly. Such a puff must necessarily be of pure lamb's wool, and must be made of a *deep, soft woven pile fabric*. Naturally a puff of this sort will not fit in the excessively thin boxes so generally used. That didn't worry the manufacturer, because he accommodated his box to the puff, rather than the puff to the box

Before you order your next compact box, let us submit samples of some real powder puffs—puffs that are made by specialists in this manufacture—puffs that not alone give decorative value to your package, but give the consumer 100% in utility as well.

MAURICE LÉVY

Better Powder Puffs

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NEW YORK

New York Office

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MANUFACTURER OF POWDER PUFFS SINCE 1897

Imperial Metal Mfg. Corpn.

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Long Island City, N. Y.

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OF
LEAK PROOF
SPRINKLERS



Patented
July 7, 1914

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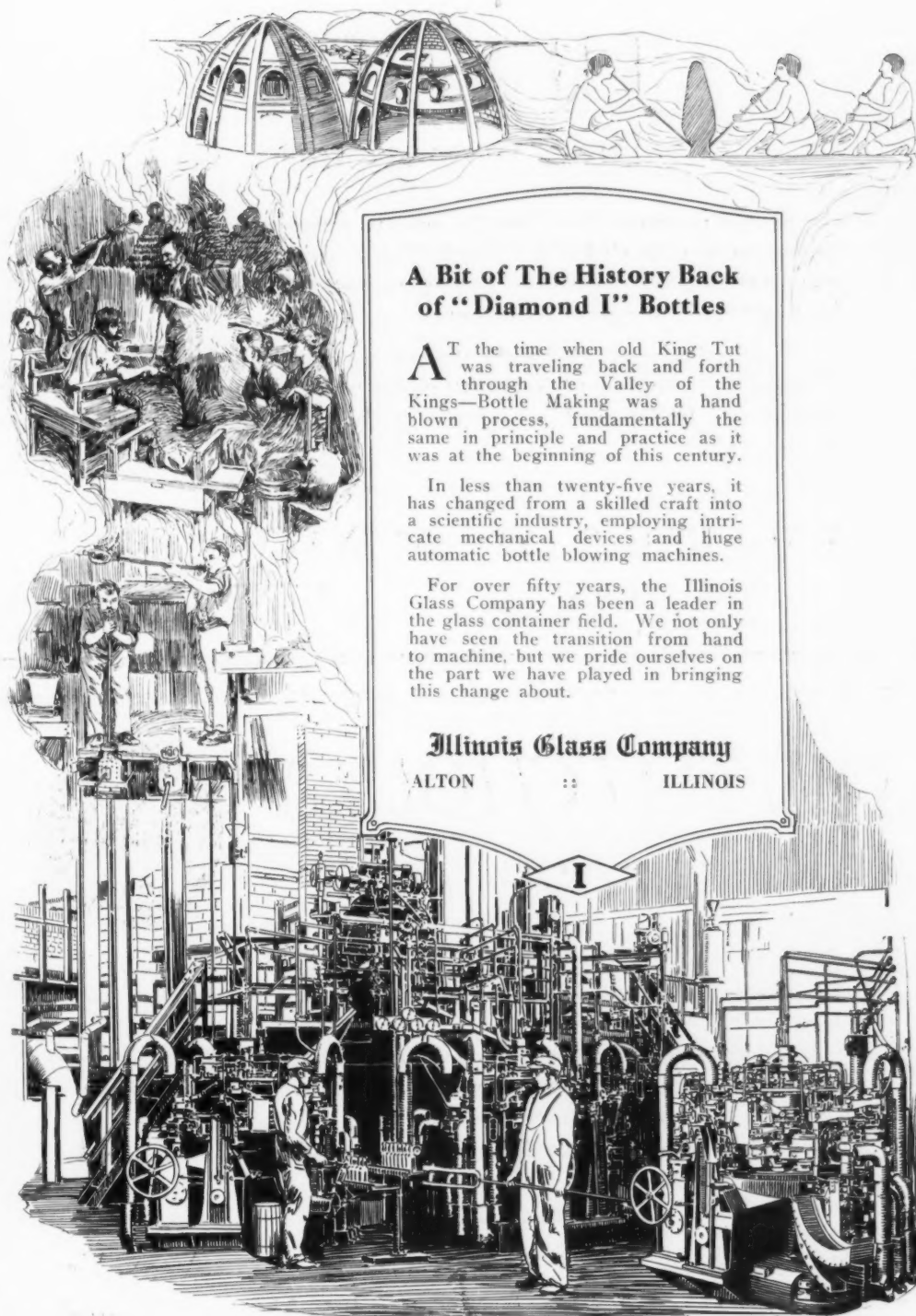
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AT the time when old King Tut was traveling back and forth through the Valley of the Kings—Bottle Making was a hand blown process, fundamentally the same in principle and practice as it was at the beginning of this century.

In less than twenty-five years, it has changed from a skilled craft into a scientific industry, employing intricate mechanical devices and huge automatic bottle blowing machines.

For over fifty years, the Illinois Glass Company has been a leader in the glass container field. We not only have seen the transition from hand to machine, but we pride ourselves on the part we have played in bringing this change about.

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The Universal Base

If any perfume base may be said to possess the attribute of universality it is IRALIA, "Chuit-Naef," since there are few, if any, compositions in which its employment will not be attended by highly advantageous resultants.

Unequalled and inimitable, there is no substitute for IRALIA, "Chuit-Naef," in any of its multifarious uses. It is unique and a valued and indispensable resource of the greatest perfumers of the world.

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"Staff Allen's"



EMPLOYED in such small proportion as must ever be the case in perfumes, the cost of the Oil Patchouly used is too small for serious consideration.

Judged from the standpoint of resultants its importance is so inestimable as to render attempted minute economies through the substitution of inferior Patchouly not merely injudicious but stupid.

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The American Perfumer

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NEW YORK, MARCH, 1924

Vol. XIX, No. 1

THE AMERICAN PERFUMER

and ESSENTIAL OIL REVIEW

Published Monthly

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14 Cliff Street

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ANOTHER NEW YEAR FOR "THE PERFUMER"

It has been the policy of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW never to make promises, but to stand upon its performance of service to the industries with which it is so closely allied. This policy carried along with progressive and enterprising initiative in various directions has won for us the approbation of all of the important constituents in our field. Our advertising pages have increased in number as the industries have expanded, and the end seems nowhere near in sight. These advertising pages offer news, for fresh ideas, readaptations of old propositions and entirely original presentations of popular opportunities for exploiting perfumes and cosmetics are presented. No reader of our journal can afford to fail to peruse any single advertisement. Many of them are works of art.

In the year just ended we printed exactly 666 pages of text devoted to the various industries. This compares with 472 pages in the previous volume. The excess of pages might be much larger if we did not hew to the line of giving the best and most important information available at press time for every issue.

THE AMERICAN PERFUMER has had only a natural growth to a total of 254 pages in February, 1924, from 68 pages in February, 1914, just ten years ago. In the volume then ending there were 312 pages of text, much less than half of the present volume of 666 pages. THE AMERICAN PERFUMER is keeping apace with the growth of our industries, but it feels that in none of them has the earth been more than scratched. In cosmetics the improvements have gone so far that the users are able to produce natural effects which defy the critics and permit sensible womenkind to bask in what should be their natural loveliness, without being exposed to criticism, censure or other annoyance.

In the ten years under survey the progress of perfumery, cosmetics and other toilet preparations has been phenomenal. Quality, prices and intelligent usage of them have advanced, while the wholesale value of manufactured products of perfumery and cosmetics has increased from only \$16,899,101 in 1914 to a present probable value of about \$85,000,000 based on the Census returns of \$75,000,000 for 1921.

We expect to grow right along with the industry.

The general populace pays \$56 a head for automobiles and only \$1.25 per person for perfumes and cosmetics. As *Nation's Business* recently said: "Experts call the cosmetics field the best one for trade cultivation."

FUND OF \$10,000 PAID IN FOR DOMESTIC PERFUME FLOWER CULTIVATION

The full \$10,000 fund subscribed by members of the American Manufacturers of Toilet Articles to promote the cultivation of floral raw materials in this country has been paid in and a contract signed with the United States Bureau of Plant Industry for its use in a practical manner, according to an announcement made by G. A. Pfeiffer, chairman of the A. M. T. A. Committee for Promoting the Domestic Production of Floral Products. As will be observed by reference to our Washington correspondence, G. A. Russell, acting physiologist in charge of Drug, Poisonous and Oil Plant Investigations, Department of Agriculture, Washington, D. C., has lost no time in going ahead with the work. In fact, Mr. Russell, as our readers are aware, has taken an active interest in the subject for several years, becoming thereby extraordinarily well equipped for carrying out the program jointly arranged by the association and the government.

The contract made by the association and the government is signed by C. M. Baker, treasurer, and A. M. Spiehler for the A. M. T. A. and W. A. Taylor, Chief of the Bureau of Plant Industry, the same being approved by Henry Wallace, Secretary of Agriculture.

Provision is made in the contract for "conducting a series of co-operative experiments during the calendar years 1924, 1925 and 1926 with various volatile-oil yielding plants having in view the commercial growth of these plants and the production of oils therefrom." The contract sets forth in more or less detail the basis of co-operation and the government agrees to supply the services of an expert who shall supervise and direct the experimental work. Of course, practical field tests are provided. An annual report of expenditures, results, etc., also will be made to the association by the government bureau.

Chairman Pfeiffer is hopeful of having another meeting of the committee prior to or at the A. M. T. A. convention in this city next month to review the situation and prepare for keeping actively in co-operative touch with the government's experiments and research work.

The members of the Committee for Promoting the Domestic Production of Floral Products, to whom a vast amount of credit is due, are as follows:

G. A. Pfeiffer, chairman (Richard Hudnut, New York).
Victor Vivaudou (V. Vivaudou, Inc., New York).
Warren E. Burns (Morana, Inc., New York).
Paul Todd (A. M. Todd Co., Kalamazoo, Mich.).
A. M. Spiehler (Adolph Spiehler Co., Rochester, N. Y.).
H. Henry Bertram (A. P. Babcock Co., New York).

The achievements so far of this committee recall the magnificent work done by the association's Tariff and Legislative committees. The A. M. T. A. might well have a Roll of Honor on which to enter the names of the many members who have worked vigorously, effectively and unselfishly for the benefit of all in the industry.

ANOTHER SNAP DRY LAW HEARING

For the second time the Anti-Saloon Prohibition leaders at Washington have undertaken on one bill to give a stab in the back to the legitimate users of industrial alcohol. The element of fair play seems to be utterly lacking in the makeup of professional Prohibitionists. The story is all told in our Washington Correspondence, but especial attention should be given by our readers to the outstanding

SCHWAB BLAMES OIL HYSTERIA AND TAXES FOR HANDICAPPING TRADE

"The United States today is prosperous, but it is not as prosperous as it should be," Charles M. Schwab, chairman of the board of the Bethlehem Steel Corporation, declared following a conference at the White House with President Coolidge. He added:

"Business men are anxious to proceed with development, but development and expansion are being held up by the uncertainty due to the present public hysteria due to the Senate oil investigation and the holding up of the Administration's tax reduction legislature. Nothing would help business conditions more than the carrying out of the tax reduction program recommended by Secretary Mellon. All business men favor it."

Despite these factors, he said, business conditions were "promising."

Mr. Schwab has just returned from a trip abroad. Germany, he believes, is going to make a sincere effort to meet her reparations bill. France, he declared, will have a balanced budget within a year.

fact that the advocates of the objectionable Cramton bill, which plans to create a Prohibition Czar, told the House Judiciary Committee that they would rather abandon the bill than to have it reported with any amendments suggested by the legitimate alcohol industries. The Anti-Saloon Leaguers had secured a short notice hearing, just as previously, and again caught the industries unprepared. They did not succeed so well this time, for the hearing was adjourned for a week to give consideration to new arguments. Volstead has been succeeded as Chairman of the House Judiciary Committee by Graham, who is not likely to tolerate Anti-Saloon League trickery when it is directed against legitimate trades that are protected by law.

ADVICE TO AN "ALMOST SUCCESS"

Eight hours of honest, intelligent work will prevent almost any man from being a failure, says the *Silent Partner*. Add four more hours for study or preparation, and you will promote yourself from an almost-success to a decided winner. Then you have four hours left for pleasure and eight hours left for sleep.

Eight hours for industry, four hours for individual improvement, four hours for fun and eight hours for total eclipse, of course is a good formula. Just how it would have worked in Edison's case has nothing to do with the six-hour day or the pleasures that may be had in twelve hour days which result in practical achievements in science or industry. Four hours a day really is all anyone ought to work, but none of us can get down to that zero mark.

GETTING YOUR SHARE OF TRADE?

Leroy Fairman, in his series of beneficial trade articles, devotes his attention in this issue to an exploitation of the ways and means which often influence success or failure in business enterprises, particularly in our own industries. It is a mightily interesting subject, regardless of the viewpoint of the reader, for some of the ideas affect the interests of so many persons engaged in trade that almost all will benefit by scanning or studying the prime points in the article.

WHY NOT CRITICS OF SOAP JUST AS WE HAVE ART AND DRAMATIC CRITICS?

A novel idea is advanced in a letter we have received, with samples for criticism, of the possibilities of having new soaps put on their good behavior and reviewed by critics just as are new plays, fresh operas and premier film productions. Perhaps the soap might enter art competitions and run the gauntlet of favor or disfavor of the metropolitan critics of the works of our portrait and scenic painters, large and small, good and mediocre, or if soap is to be entered in the Fifth Avenue galleries perhaps some of the millionaire decorators of residences might add to the gaiety of the exhibitions. The letter, which suggests putting soap in the art class, is here given:

CINCINNATI, February 29, 1924.

Beauty Editor, *The American Perfumer*, New York.

DEAR SIR: May we encroach upon your attention for a moment to suggest that the function of a critic has been preempted by literary and art departments of the press?

To our mind, editorial criticism should be given for the benefit of readers on subjects which touch them more closely even though these subjects are not in the purely esthetic realms.

You ask naturally what is our interest. As purveyors of articles which are used by millions of people in this country, we should like to throw ourselves upon your critical judgment and ask you just as does the author of a new play, the composer of a concerto, the painter of a portrait, to exercise your critical faculties on articles that are newly presented to the public for their use.

In sending to you a small cake of Guest Ivory Soap and asking your criticism of it, I realize that I am thrusting a new role upon you. Not, certainly, that of a chemical analyst but merely a judge of the utilitarian and boudoir-esthetic value of a new product.

Sincerely yours, JOHN A. DARNALL.

Unfortunately we have no "Beauty Editor," but luckily for the present emergency we have a feminine galaxy of editorial and business assistants who might easily qualify if we should need such a member of our official staff. They are extremely capable critics of theater plays, concertos, movies and Metropolitan Museum art, so the samples have been turned over to them for their judgment. We will await the verdict.

MORE 1923 EXTERIOR TRADE FACTS

Supplementing the figures of our 1923 foreign trade on pages 611 and 612 of our February issue the following information is gleaned from the analysis of returns for the year made by the Department of Commerce:

Foreign perfumeries, cosmetics and toilet preparations were exported from the United States to the value of \$77,856, an increase over the 1922 figures, which were \$41,156. December exports: 1923, \$3,983; 1922, \$1,119.

Shipments to Alaska from the United States of perfumeries, cosmetics and toilet preparations: year 1923, \$29,686; December: 1923, \$1,103. No 1922 comparisons.

Shipments to Hawaii from the United States of perfumeries, cosmetics and toilet preparations: During 1923, \$240,948; 1922, \$174,266. Month of December, 1923, \$15,216; 1922, \$26,760.

Trade with Porto Rico went both ways. Shipments of perfumeries, cosmetics and toilet preparations from the United States: 1923, \$320,592; 1922, \$232,528. In the month of December, 1923, \$30,054; 1922, \$33,001. In pre-

COOLIDGE DECLARES TRADE SOUND WITH A LONG BRIGHT FUTURE

Business the country over is regarded by President Coolidge to be in a healthy condition, and for a long period ahead there is no present indication of a change, except for the better. A White House spokesman said that the people can safely feel that the great bulk of the Government's business is carried on without any suggestion of wrongdoing, and warned against giving credence to many rumors that may arise.

The President's views on general business conditions were summarized after a recent Cabinet meeting. Conditions were discussed and the spokesman said that all reports showed business to be in a satisfactory state. While there has not been very heavy buying, it has been steady, and the prospects are that there will be increased buying on the part of the retailer this Spring, which will affect favorably producers and manufacturers.

vious years there were small return shipments of these articles, but none in the 1923 twelve months.

The United States received these shipments from Porto Rico: Bay oil, 1923, \$18,429; 1922, not stated. Bay rum, 1923, \$4,603; 1922, not stated.

AWAKENING TO AMERICA'S NEED TO LEAN A LITTLE ON FOREIGN NATIONS

Gradually the United States is accepting the fact that it must lean to some extent on foreign nations, if its business is to be permanently prosperous, writes Thomas F. Woodlock in the *New York Herald*. We have been a long time coming to this conclusion, and there are some who still must be convinced. But their numbers are becoming fewer each day. Progress and prosperity in America at a time when foreign markets are nearly closed to American products, is not entirely unlike a powerful motor pulling a car along when some of its cylinders refuse to function. It will cover some ground, but without its customary "pep" and vigor. Moreover, it is constantly in danger of reaching a grade with which its crippled mechanism may prove inadequate to cope.

Many scoffed last year at several consecutive months of an "adverse" trade balance, says Mr. Woodlock. Indeed, there were those who looked upon it as an opportunity to get rid of some of our "troublesome" store of gold. Be that as it may, the history of international commerce holds no instance in which prosperity of a country has been lasting unless accompanied by the absorption of its surplus manufactures and raw materials by foreign markets.

In 1919 America's supremacy in foreign trade reached its greatest point with an export surplus of more than \$4,000,000,000. It was then that European difficulties began to impress themselves in greatest measure, and in 1920 the export surplus had fallen to less than \$3,000,000,000, and the following year it was under \$2,000,000,000. In 1922 our balance of a "favorable" nature amounted to only \$719,000,000, and last year, the balance in our favor fell to \$376,000,000. The point to be made out of these figures is that our "favorable" trade balance reached its peak at a time when business prosperity was at its highest point in the United States, and its decline since that time has been accompanied by sporadic outbursts of business advancement mingled with periods of depression, or at least uncertainty.

ANOTHER COSMETICS FALSEHOOD NAILED

New York and other daily newspapers recently printed news items blaming a lipstick for the death of a girl, of which the following is a sample:

Lip Stick on Chapped Lips Proves Fatal to Girl

ATLANTIC CITY, March 10.—Application of lipstick to lips chapped by the cold is believed to have caused the death of Florence E. Dickerson, a junior at the Atlantic City High School. Hospital officials today said she applied the coloring last week while her lips were raw from exposure.

Soon after the application her face began to swell and she was removed to the hospital. As the swelling increased an operation was advised, but the infection spread so rapidly that before the surgeons could operate Miss Dickerson was dead, a victim of blood poisoning.

Sensational writers are likely to use the item as a text for new attacks on cosmetics, despite the fact that there is no reasonable justification for anything of the kind. An investigation of the case shows that the girl had picked a small pimple on her face near one of her lips and that some infection got into the wound. After a day or two her face began to swell painfully and she consulted a physician, who gave her some medicine and told her to return in a few days. Meanwhile the blood poisoning which developed caused her to be sent to a hospital, where she died.

So far as can be learned, although the girl used a lipstick, there is nothing to show that the lipstick carried the infection. On the contrary the ingredients of the lipstick, being germicidal in their character would more than likely have counteracted the infection. As the pimple was not on the lip anyway the lipstick hardly could have been the carrier of the infection.

MEDICAL TESTS FOR MOTOR DRIVERS?

The great majority of our readers own automobiles, both passenger and truck, many of them having fleets of cars in business use, aside from their private vehicles. Good drivers, dependable mentally and physically, are a necessity. In Europe agitation has begun to have chauffeurs submit to medical examination as a preliminary to applying for a license, the object being to weed out so far as possible persons subject to epilepsy, drug addiction, deafness, serious defects of vision, heart weakness, or similar causes for failure to act normally in emergencies. It is argued that a great many accidents and much personal injury and loss of life could be prevented by some such system. It has been discussed in *Le Scalpel*, of Paris and the London *Lancet*. The New York Board of Health in its *Weekly Bulletin* quotes the *Lancet* at considerable length on the subject. Probably it would be next to impossible to make the examination "fool-proof," but there is no doubt it would curb a growing evil and cut down automobile insurance rates, besides obviating much of the annoyance and collateral trouble and damage that can be piled up by chauffeurs who now can get licenses.

Dr. Monaghan, the Health Commissioner of New York City, is giving consideration to the subject. The outcome will be awaited with interest by users of automobiles in commercial pursuits and in their private affairs.

OUR ADVERTISERS

U. S. INDUSTRIAL CHEMICAL CO., INC.
110 East 42nd St.
NEW YORK, N. Y.

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff Street, New York, N. Y.

Gentlemen: It is with pleasure that we write to express our satisfaction with the results which we have received from the advertisements we have been running in your publication.

On several occasions we have used this medium to introduce new products or new developments to the trade, and the results in every case have been very gratifying. We believe you have an unusual publication from the advertisers' standpoint.

We can only hope that the high standard of quality may be maintained in order that we may continue to receive such beneficial returns from the advertisements.

Very truly yours,

U. S. INDUSTRIAL CHEMICAL CO., INC.

By B. R. TUNISON, Manager of New York Sales

INDEX FOR THE PERFUMER, VOLUME XVIII

The Index of Volume XVIII of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, which ends with this issue, will be printed and distributed separately to those of our readers who will send in requests for copies. Because of the larger number of items than in previous volumes and the new system of trade note and cross indexing, the compilation is progressing less rapidly than we anticipated, but it will be available within the next month.

Synthesis of Vervain Perfume

Vervain; Synthesis of an aldehyde having an odor of —: 1-isopropyl-4-ethanalbenzene. L. Bert. *Comptes rend.*, 1923, 177, 550—551. Cymylacetic aldehyde (1-isopropyl - 4 - ethanalbenzene $(\text{CH}_3)_2\text{CH.C}_6\text{H}_4.\text{CH}_2.\text{CHO}$) possesses a strong odor resembling vervain, but not of such delicacy as that of the plant. As it may be easily and economically prepared, the author anticipates that it will be extensively used in synthetic perfumery. It is obtained by condensing magnesium cymyl chloride with ethyl orthoformate, hydrolysing the product with dilute sulphuric acid, and separating the aldehyde by means of its bisulphite compound. It is a pale yellow liquid, b. p. 243° C.

A Libel on the Sweet Cigarette Girls

"Never ask a girl for the 'makings.'"
"Why not?" asked an *American Grocer* reader.
"Too careless. Get their tobacco all mixed up with face powder and lip rouge."

Indispensable to Business Success

(Dr. Chas. P. Diehl (with CalAroma Laboratories), Hollywood, Cal.)

Enclosed find check for \$2 for which please credit another year's subscription to your valuable journal. THE AMERICAN PERFUMER is indispensable to the success of our business.

TARIFF BOARD HEARS SOAP MEN: TRADE BOARD ACTIVE

**Frear Introduces Bill to Amend the Tariff on Synthetic Aromatics;
John Blocki and Other Firms Cited; Price Standardization Is Stagnant**

WASHINGTON, March 17.—Preliminary hearings have taken place before the Tariff Commission in its investigation of duties on vegetable and animal oils, which promises to be one of the most important inquiries undertaken by the commission under the flexible tariff. The preliminary hearings were in advance of field investigations and were with a view to assisting the commission in mapping out its program and also to determine just what oils should be included or excluded from the investigation.

The investigation was ordered upon the application of the Bureau of Raw Materials for American Vegetable Oils and Fats Industries supported by applications from soap manufacturers, importers, paint and varnish interests and other industries which use the oils involved as raw materials. The applications were for reductions in these duties which were boosted in the Tariff Law of 1922 as a means of providing protection for agricultural interests.

Gordon Presents Soap Makers' Case

John B. Gordon, Washington representative of the Bureau of Raw Materials, was in charge of the presentation of the case of the soap manufacturers and other importers of vegetable oils. Mr. Gordon presented a number of witnesses who discussed the general aspects of the case.

Among the witnesses presented by Mr. Gordon was John Aspegren, president of the Portsmouth Cotton Oil Refining Corporation, and an official in a number of cotton oil mills in the South. Mr. Aspegren said that the duties on vegetable oils act as an embargo against Oriental oils coming into this country and also interfere with export markets for cottonseed oil. He said that three individuals control purchases of vegetable oils in Europe, and that they are using cheap soya bean and other Oriental oils in place of American cottonseed oil. Exports of cottonseed oil have shrunk from 320,000 pounds to 40,000 pounds annually and imports of soya bean oil into the United States have shrunk from 1,000,000 barrels to 100,000 barrels. Mr. Aspegren urged that the commission investigate the whole situation to determine if reduction in the duties on Oriental oils is not warranted by the facts. He said that the desired data relative to foreign costs of production can be obtained in the producing centers in Manchuria and elsewhere.

C. Rogers Brown of the Bureau of Raw Materials presented charts to explain the origin of various oils. He said that the manufacturers using vegetable oils as raw materials, such as soap manufacturers, are not seeking the protection on their own products but that they very strongly desire a reduction in the duty on Oriental oils.

Export Market for Soaps Seriously Injured

Mr. Brown said that the export market for soaps has been materially injured because of the higher costs of the product due to the duty on raw materials. He especially urged a reduction in the duty on peanut oil, soya bean oil, coconut oil and also on tallow. He suggested that the commission might properly exclude fish oils from the investigation because of the difficulty of obtaining information relative to costs of production.

(Continued on page 51)

WASHINGTON, March 17.—One of the most interesting developments of the month is a move to amend the Tariff Act of 1922 in relation to aromatic synthetics.

Representative Frear of Wisconsin has introduced in the House a bill amending paragraphs 27 and 28 of the tariff law, the two paragraphs which contain duties on coal tar products. The Frear bill changes the basis of these duties from American valuation to foreign valuation, retaining the same rates of duty as applied under the present law for the first two years following the enactment of the law, namely, seven cents per pound and 55 per cent on intermediates and 60 per cent on finished dyes and other coal tar products. It is said that changing the ad valorem basis from American to foreign would mean a substantial reduction in the actual protection afforded.

Mr. Frear led the fight against a dye embargo in the last session of Congress. No action on his bill is likely either in committee or by Congress at this session.

Trade Board Cites John Blocki & Son

The question as to the extent to which a concern may legitimately go in annexing to its sales force persons formerly employed by a competing company with the effect of securing trade formerly enjoyed by the competitor has been raised in the complaint issued by the Federal Trade Commission. A manufacturer and wholesaler of perfumes and other toilet articles are involved in the complaint.

The respondents who are charged with using such practices are John Blocki & Son, Inc., Chicago; A. T. Renck, and Ada A. Renck, trading as A. & A. Renck of Detroit; B. F. Coleman and Maude W. Humphrey, trading as Coleman & Humphrey, of Seattle; and the following individuals: Opal Eckhoff, Terre Haute; Martha Abel, Indianapolis; Bess Freeman, Portland, Oregon; Mary Elizabeth Hall, Kansas City, Missouri; and Tress Welch, Chicago.

The respondent manufacturer, the complaint states, secured the services of Maybelle Van Arsdale who had formerly been employed by the Franco-American Hygienic Company, for the purpose of securing state and local distributors. This employee, the complaint continues, thereupon secured substantially ninety per cent of the total number of distributors formerly employed by the Franco-American Company, and with the connivance and consent of respondent, passed off and sold to the public respondent's products as those of the competitor company. The respondents are also charged with co-operatively maintaining specified uniform resale prices at which their products shall be resold.

Two Drug Firms and Trade Paper Accused

The Federal Trade Commission has issued a complaint against McKesson & Robbins, Inc., and Schieffelin & Company, two New York wholesalers of drugs and druggists' supplies. The firms, in conjunction with *Druggists' Circular*, of New York City, are charged with co-operating to suppress and eliminate competition in the sale and distribution of drugs and druggists' supplies.

The complaint says the respondents have used the following methods in effecting their plan for eliminating competition, and particularly to Benjamin Mindlin, a competing wholesaler in the drug trade:

(a) Causing advertisements of competitors to be refused and rejected by trade publications, and particularly

causing Benjamin Mindlin's advertising to be refused by the *Druggists' Circular*;

(b) Preventing and forestalling competitors from purchasing in commerce commodities dealt in by respondent;

(c) Injuring and destroying the business reputation and credit of competitors.

Another "Ivory" Order Issued by Board

The Federal Trade Commission has issued an order against the Atlantic Comb Works of New York City, directing discontinuance of the use of the words "Ivory" or "White Ivory" in advertising and selling articles made in whole or in part of nitrated cellulose or pyroxylin plastics known commercially as "Celluloid," "Pyralin" and by other names. The company, according to the commission's findings, sold toilet articles composed of celluloid or similar material, under the trade brand of "Princess White Ivory Toilet Ware."

Complaint Against Jean Jordeau

The Federal Trade Commission has issued a complaint against Jean Jordeau, Inc., of South Orange, N. J., charging unfair methods of competition in the marketing of a hair removing compound. The complaint alleges false and misleading assertions regarding the action of the depilatory when applied to the human skin, to the effect that it removes or kills the roots of the hair thus preventing regrowth.

Synthetic Aromatic Imports in February

Imports of synthetic aromatic chemicals during February totaled 2,299 pounds with an invoice value of \$5,903 compared with 3,448 pounds with an invoice value of \$8,854 in January.

The tabulation of imports of synthetic aromatic chemicals through the port of New York as compiled by the Department of Commerce and Tariff Commission follows:

Name of Chemical	Pounds	Quantity Ounces	Invoice Value Dollars	Per Cent by Countries
Anisic aldehyde	76	{ France 99%
Benzylidene acetone	13	{ Switzerland 1%
Benzyl acetate	114	{ Switzerland 100%
Butyl phenylacetate	1	{ France 100%
Cinnamic acid	11	{ France 100%
Conmarin	9	{ Switzerland 100%
Diethyl phthalate	1,653	{ Switzerland 100%
Dimethylhydroquinol	1	10	...	{ Switzerland 100%
Ethyl cinnamate	1	{ Holland 100%
Isobutyl phenylacetate	1	{ France 100%
Jacinthe absolute	11	{ Switzerland 100%
Methyl acetophenone	17	{ Holland 59%
Methyl anthranilate	70	{ France 41%
Dimethyl anthranilate	2	{ France 94%
Methyl conmarin	7	{ Germany 6%
Methyl nonylacetate	8	{ Switzerland 100%
Musk	2	{ Switzerland 100%
Musk ambrette	75	7	...	{ Holland 100%
Musk ketone	239	{ Switzerland 95%
Musk F. C.	1	12	...	{ France 5%
Ner-line (b-naphthol ethyl ether)	500	{ Switzerland 100%
Paracresol phenylace- tate	2	3	...	{ Germany 100%
Paramethylquinoline	9	{ France 100%
Phenyl acetic aldehyde	213	...	850	{ Germany 35%
Phenylethyl alcohol	288	...	675	{ Holland 26%
Phenylethyl benzoate	9	{ Switzerland 23%
Phenylethyl cinnamate	9	{ France 16%
Phenylpropyl alcohol	7	{ France 53%
Phenylpropyl aldehyde	6	6	...	{ Holland 47%
Skatol (betamethylin- dol)	4	8	...	{ France 100%
Vanillin	4	5	...	{ France 100%
Yara yara (b-naphthol methyl ether)	20	{ Switzerland 100%
				{ France 81%
				{ Switzerland 19%
				{ France 100%

More Money Wanted for Promoting Trade

Increased appropriations for the foreign trade promotion work of the Bureau of Foreign and Domestic Commerce are being sought in this session of Congress. The total

requested for the bureau in the estimate submitted to the Budget Bureau is \$3,500,000 as against \$2,800,000 granted for the current fiscal year. A considerable part of the increase will be absorbed through increases in salaries of clerks in the department under the reclassification program now in progress. It is estimated that a net increase of \$450,000 will be available for the proposed expansion of work of the bureau if the full amount is allowed. Of this increase of \$450,000 nearly \$250,000 will be used in sending twenty new trade commissioners and commercial attaches to various foreign countries. Besides six of these new agents in Latin-American countries it is proposed to send seven to the Far East, five to Europe and two to Canada. The bureau has not heretofore been represented in Canada.

The remaining \$200,000 additional will be distributed, according to the bureau's plans, chiefly between the export commodity divisions and the new domestic commerce division. The present appropriation for the domestic commerce division is only \$50,000 and a considerable increase is desired.

Price Standardization Is Stagnant

No hearings have been arranged as yet on price standardization legislation which is before the House committee on interstate commerce. There are now four bills dealing with this subject known as the Kelly, Merritt, Wyant and Williams bills. In view of the delay and the manner in which various other matters, such as the oil lease scandals, have engrossed the attention of Congress it is becoming unlikely that legislation on this subject can be passed at this session. A start may be made, however, and final action taken at the winter session.

THE NINETEENTH AMENDMENT

What we want is the Nineteenth Amendment. We need a new prohibition act.

Years ago, the girl that could roast a turkey, bake a cake, and was willing to wash dishes in a tin pan, got the buggy ride.

Today, the girl that can fox-trot gets the violets.

Less than three per cent of our high schools teach girls to cook, the balance of the education is elocution, painting and commercial training.

I saw a movie the other night showing Mrs. Coolidge cooking for the President.

Back of every big man should be some good woman that knows how to cook and will cook.

But girls are not all at fault. Why should they learn to cook when the boys want elocution and painting—dancing and delicatessen dinners?

The way to a sensible man's heart is through his "tummy." The short-cut to a society man's head is by the way of his senses.

Today, coquetry is the champagne of love. Yesterday, a good cook was the sweet cider of life.

We need a Nineteenth Amendment that will prohibit these delicatessen weddings that almost always wind up in divorce. —*Silent Partner.*

Facts About the City of New York

New York City's "Green Book," a vest pocket official directory of the City government, places the population at 6,015,496. It shows 94,000 employees on the City's payroll. A city budget of \$375,468,000, assessed value of real estate at \$11,000,000,000 and assessed value of taxable personal property at \$300,000,000. The area of the City is given as 316 square miles.

Old Subscribers Inspire New Friend

(Parfumerie Bershad et Cie, Toilet Requisites, Brooklyn, N. Y.)

Enclosed please find \$2 for subscription to THE AMERICAN PERFUMER. We trust that we will find your journal as useful as have our many friends who are subscribers.

MELLON GETS NEW VIEW OF ALCOHOL CZAR BILL

**Haynes and Britt Would Get More Pay; Snap Action Taken on Hearing;
Fight for Tax Reduction in Senate; Light on the Virgin Islands Bay Rum**

WASHINGTON, March 17.—Representatives of alcohol using industries have been somewhat disturbed over the endorsement given by Secretary of the Treasury Mellon to the Cramton bill creating a prohibition bureau in the Treasury Department entirely separate from the Internal Revenue Bureau of which it is at present a part.

Following the publication of the Mellon endorsement a delegation consisting of Dr. B. R. Tunison of the United States Industrial Alcohol Company, R. H. Bond of the Flavoring Extract Manufacturers' Association, W. L. Crounse of the National Wholesale Druggists' Association, and Dr. Martin H. Ittner of the American Manufacturers of Toilet Articles called upon Secretary Mellon to urge him to withdraw his expression of approval of the bill. They advised him of the fact that the industries which use alcohol are practically unanimous in opposition to the bill, fearing that the creation of an independent prohibition bureau whose chief concern is with the beverage end of prohibition enforcement would result in serious consequences to the legitimate alcohol using industries.

Mellon Had Not Been Told of Opposition

It developed at this conference that Secretary Mellon had signed the endorsement of the Cramton bill under somewhat of a misapprehension. It is the understanding that the endorsement was prepared by Judge Britt, counsel for the Prohibition Unit, and that the document was passed through Secretary Mellon's office in the ordinary routine of business, and that Secretary Mellon got the impression that the matter had some relation to a project under consideration to co-ordinate the Prohibition Unit with the Coast Guard as a means of securing more efficient enforcement. Secretary Mellon told the delegation that he knew nothing of any opposition on the part of legitimate interests to the Cramton bill.

Secretary Mellon expressed regret that he had not been able to give the matter his personal attention, but said that he would cause a thorough investigation to be made.

At the suggestion of Secretary Mellon a conference was arranged for between representatives of alcohol using industries and Treasury officials. Those who attended this conference included Assistant Secretary of the Treasury McKenzie Moss, who has jurisdiction over the Internal Revenue Bureau, Commissioner of Internal Revenue David H. Blair, and Judge Britt. Dr. Ittner was the spokesman for the alcohol using industries at this conference. He explained the situation and elaborated on the reasons for opposition to the Cramton bill. Dr. Tunison had been the spokesman for the alcohol using industries at the original conference with Secretary Mellon.

Would Give Haynes a Raise in Salary

The endorsement of Secretary Mellon of the Cramton bill was in the form of a letter to the chairman of the House Judiciary Committee. The endorsement was a routine endorsement such as is ordinarily given by a department in reply to a request for information from a committee chairman relative to pending legislation.

The letter undoubtedly reflected the views of the officials of the Prohibition Unit who would be given increased authority under the Cramton bill. Both Prohibition Commissioner Haynes and Judge Britt, for example, would be given statutory positions and increases in salary.

In the statement presented to Secretary Mellon by Dr. Tunison on behalf of the alcohol using industries it was declared that the Cramton bill was regarded as a most dangerous menace to the industries engaged in the manufacture, sale and distribution of alcohol for legitimate industrial purposes. It was pointed out that the bill not only would deprive the industries of their right of appeal to the Commissioner of Internal Revenue, but would also make various fundamental changes in the method of supervision, such as the transfer of control from collectors of internal revenue to the prohibition directors. The industries have confidence in the conservatism and honesty of the experienced men employed by collectors of internal revenue, whereas the employees of prohibition directors have been recruited from political ranks and from fanatical supporters of the Anti-Saloon League and include some who are in the service because of the opportunities provided for graft.

As indicating the importance of the legitimate industries it was shown that at the present time there are about 125,000 individuals, firms and corporations holding permits for the manufacture, distribution or consumption of alcohol in legitimate industrial purposes.

The Du Pont Company, it was stated, buys alcohol in tank car lots, while such a company as the United States Industrial Chemical Company of New York uses three and a half million gallons per annum, and the Colgate Company of Jersey City and New York also buys alcohol in tank car lots.

Power of Life or Death to Big Firms

The seriousness of the situation was emphasized by pointing out that the prohibition commissioner holds the power of life or death for such large industries as these, and that suspension of permits or the cutting off of the supplies of alcohol would destroy these industries.

It was stated that the industries have by bitter experience found that it is impossible to find an individual so constituted temperamentally as to be able to conduct a vigorous pursuit of bootleggers and at the same time do justice to legitimate manufacturers. Prohibition Commissioner Haynes, it was declared, believes it to be his first duty to hunt law violators. Under Haynes's policy it was asserted there has been constantly imposed further restrictions of legitimate industries. It was pointed out that an official bulletin issued by the Prohibition Unit actually boasted that the effectiveness of enforcement has been shown by results in curtailing the source of supply of grain alcohol for industrial uses.

The history of the various cases in which Prohibition Commissioner Haynes has been reversed by Commissioner of Internal Revenue Blair was sketched to Secretary Mellon. These cases included the attempt of the Prohibition Unit to impose on all permit holders a bond carrying a provision under which 25 per cent of the maximum penalty would be forfeited as liquidated damages for any in-

fraction of the law or regulations, the attempt to impose upon manufacturers a system of records so voluminous as to involve an enormous expense to the industries, the proposed extension of the so-called double confirmation requirement to purchasers of alcohol, and the attempt to require annual renewal of manufacturers' permits.

The provision of the Cramton bill transferring the supervision of permit holders using denatured alcohol from collectors of customs to prohibition directors was declared to be particularly obnoxious. As an index of the character of the prohibition enforcement service the letter of the late President Harding, dated February 2, 1923, declining to recommend that the prohibition employees be put under the civil service was read. In this letter it was pointed out that experience has been that employees in this work require summary removal in almost numberless cases.

Dr. Tunison urged that Secretary Mellon reconsider the matter and use his influence so that whatever changes may be made in prohibition laws the legitimate industries may not be cut loose from the Internal Revenue Bureau, whose head is the only officer of the government who has taken active steps to protect these industries from oppression.

Snap Hearing for Cramton Bill Advocates

Proponents of the Cramton bill were given a hearing before the House Committee on Judiciary on March 13. Those appearing in support of the bill were Representative Cramton of Michigan, author of the measure and spokesman for the Anti-Saloon League, and Judge Britt, counsel for the Prohibition Unit. Assistant Secretary of the Treasury McKenzie Moss and J. M. Doran, head of the industrial alcohol division of the Prohibition Unit, also were called to the witness stand, but neither directly advocated passage of the bill.

Opponents of the bill did not have sufficient advance notice to be prepared for the hearing. It was arranged that the organizations representing legitimate users of alcohol will be heard in opposition to the bill on Friday, March 21. The week's postponement was requested by W. L. Crounse.

Representative Cramton was the principal witness at the March 13 hearing. He argued for the creation of a separate bureau as a means of improving prohibition enforcement. Judge Britt in advocating the bill said that 100,000,000 wine gallons of alcohol are used in the United States annually and that 40 per cent of it is diverted to illegal uses. When this statement was questioned by members of the committee he insisted that it was approximately correct although he was not quoting exact figures.

Dr. Doran was called to the stand in this connection. He informed the committee that the total production of alcohol is 60,000,000 wine gallons and he was positive that 90 per cent of it is legitimately used.

Judge Britt was much abashed by this statement, but he was excused by some of the drowsy present who said that a lawyer was not supposed to be up on figures.

Mr. Moss said that representatives of the alcohol using trades had conferred with him and indicated that they would offer amendments to make it entirely practical to divorce the supervision of users of industrial alcohol from the policing of law violations.

Representative Cramton indicated that if amendments offered by the alcohol using industries were accepted the committee might as well not report the bill.

Just what action will be taken by the Judiciary Committee is uncertain. It is regarded as unlikely that the bill will get far at this session of Congress.

Chamber Amends Obnoxious Question

The Chamber of Commerce of the United States is to send out a referendum dealing with the reorganization of the method of prohibition enforcement which in its final form is satisfactory to the representatives of the alcohol users. As first drafted it was feared that the approval of the questionnaire might be regarded as meaning an indorsement of the Cramton bill.

Several conferences were held between officials of the Chamber and representatives of interested organizations with

the result that the board of directors of the Chamber finally approved an entirely different draft of the questionnaire.

In its final form the question to be put to member organizations of the Chamber is as follows:

"Shall the Commissioner of Internal Revenue while retaining supervision of legitimate users of alcohol be relieved of the policing of law violators?"

As first drafted the questionnaire was whether all prohibition and narcotic enforcement should be taken out of the hands of the Commissioner of Internal Revenue.

Fight Now for Reduction Is in Senate

The tax bill as passed by the House makes no change in the present tax of \$2.20 per proof gallon on ethyl alcohol. The effort to obtain a reduction to \$1.10 will be continued before the Senate Finance Committee, which is now considering the measure. It had been hoped by the organizations which have been active for a reduction in the tax that action could be obtained on the floor of the House. No amendment to this effect, however, was offered when it became certain that it would meet defeat. Its defeat was assured when Representative Garner of Texas, ranking Democratic member of the Ways and Means Committee, refused to support it on the ground that it would mean too great a loss in revenue.

At that particular time the Democrats had obtained the adoption in the House in Committee of the Whole of the Garner normal and surtax rates, which reduced revenue much more than the Longworth compromise rates which were later approved by the House. The ultimate rejection of the Garner rates has now changed the situation somewhat and there may be a chance to obtain a reduction in the alcohol tax in the Senate committee. Efforts in this direction are being continued by the American Manufacturers of Toilet Articles, the Proprietary Association and the National Association of Retail Druggists.

The tax bill as passed by the House was substantially the same as reported from the Ways and Means Committee so far as miscellaneous taxes are concerned. The bill repeals the various beverage taxes, including the tax of nine cents per gallon on finished flavoring syrup for soda fountain use, etc.

Alcohol Trades Report Is Senate Document

The statement and recommendations of the Alcohol Trades Advisory Committee which were submitted in October to the Bureau of Internal Revenue have been published as a Senate document at the request of Senator Bayard of Delaware. In the statement, which was made public at that time, it was recommended that the administration of the legitimate use of alcohol should be divorced entirely from prohibition enforcement. The committee protested against any such legislation as the Wood-Ernst bill, which would deprive the alcohol-using industries of the right of appeal to higher officials. The statement of the Alcohol Trades Advisory Committee is known as Senate Document 44.

Regulations 60 to Have Publicity Soon

Revised Regulations 60 of the Internal Revenue Bureau governing the manufacture, sale, use and transportation of intoxicating liquor, including alcohol for medicinal and industrial purposes, have been entirely completed and will be issued in the immediate future. The date on which the revised regulations will become effective has not been announced but the announcement is expected any day.

Victory Won on Alcohol H Permits

An important victory was won by the alcohol-using industries during the final consideration of the regulations. Commissioner of Internal Revenue Blair finally overruled officials of the Prohibition Unit on the proposal requiring annual renewal of what are known as H permits, which are permits for the use of alcohol in the manufacture of legitimate products. Officials of the Prohibition Unit had insisted that annual permits should be required, while representatives of the industries had protested against the undesirability of such practice and had taken the position that the law did not require it. Commissioner Blair held with the

(Continued on Page 10)

CRAMTON BILL'S VITAL DEFECTS SHOWN IN PROTESTS

**McGovern, Crounse and Brokmeyer Indicate Its Numerous Bad Features;
Would Put Legitimate Alcohol Users in Booze Class; Plea for Divorce**

WASHINGTON, March 17.—Protests against the Cramton bill have been sent Chairman Graham of the Judiciary Committee by various organizations. Letters outlining the objectionable features of the bill have been sent to the committee by W. L. Crounse on behalf of the National Wholesale Druggists' Association, James P. McGovern for the U. S. Industrial Chemical Company, and E. C. Brokmeyer of the National Association of Retail Druggists. In these letters it is declared that the Cramton bill is as objectionable to the legitimate alcohol using industries as the Wood-Ernst bill which was before Congress in the last session, which made the prohibition commissioner responsible only to the President.

"The only important difference between the Cramton bill and the Wood bill is the fact that while the Wood bill made the prohibition commissioner answerable only to the President, the Cramton bill makes him answerable to the Secretary of the Treasury," said Mr. Crounse in his letter. "This is, in effect, a distinction without any difference. Both bills remove the Prohibition Unit from the supervision of the Commissioner of Internal Revenue, the only officer who, by virtue of experience, scope of official duties and technical knowledge, is competent to supervise the operations of the Prohibition Commissioner especially with respect to those industries using alcohol as a chemical raw material. For this reason and for others, the enumeration of which is precluded by the limitations of space, manufacturers and merchants in the alcohol-using industries are strongly opposed to the Cramton bill as they were to the Wood bill."

Strong Objections Stated Very Clearly

Mr. McGovern in his letter said:

"A few salient objections to said bill, H. R. 6645, are succinctly stated below:

"(1) The government now has, and undoubtedly will continue to have, an internal revenue tax interest in ethyl alcohol, and the logical place to handle and administer internal revenue matters is in the Bureau of Internal Revenue, as at present. Such tax attaches to ethyl 'as soon as it is in existence as such' (Sec. 3248, R. S.) and the lien on the government therefore continues until the spirits are either tax-paid or withdrawn tax-free for governmental use, denaturation, export, etc.

"(2) Since the enactment of the national prohibition act, by a novel interpretation of law, tax-paid ethyl alcohol, required in the manufacture of medicines, flavoring extracts and other non-beverage uses, has been obtainable only through so-called prohibition directors, under a system now proposed by said bill, H. R. 6645, to be extended to alcohol of every kind, including the denatured product. The result has been that practically every permittee requiring such tax-paid ethyl alcohol as a chemical raw material has been harassed by vexatious and expensive delays and actually treated as a potential bootlegger, and time without number they were compelled to appeal to the Commissioner of Internal Revenue for redress. During like period, however, tax-free ethyl alcohol for governmental purposes, hospital use, etc., and tax-free denatured alcohol, for scientific and

industrial uses, have been administered by collectors of internal revenue, the extensive experience of whose officers in connection with governmental control of distilled spirits, equipped them intelligently and promptly to meet the requirements of lawful trade.

"(3) The knowledge required for the proper administration of alcohol for industrial purposes has been developed in the Bureau of Internal Revenue and acquired by it at great expense to the government, the public and the industries involved. The subject has been studied by internal revenue officers of the principal civilized countries of the world through personal investigation and report, in addition to having combined, in their present knowledge of the art, years of experience in the various ramifications and developments of American industry. This knowledge and experience, gained as a result of great effort and enormous expense, should not be discarded and the growing chemical industry of the United States turned over bodily to a group of prohibition enforcement officers with no knowledge whatever of the technical, industrial and economic requirements of our chemical industry.

"(4) There is an obligation devolving upon the government, when it undertakes to control and direct industrial development, to govern both wisely and well. Wisdom and efficiency in governmental control require knowledge and experience. The Internal Revenue Bureau has gained that knowledge and experience in the administration of industrial alcohol, and no measure based on expediency or any principle of academic logic should be permitted to discard a laboriously established but finally efficient machine for governmental control, in favor of a new, undeveloped, untried proposed organization such as that proposed by H. R. 6645, whose admitted chief interest is the prevention of the use of alcoholic liquors for beverage purposes.

"Such a prohibition bureau would think and act only in terms of 'booze' and, in the very nature of its police work, would fail to give force and effect to the clear mandate of Congress as so well expressed in Sec. 13, Title III, of the national prohibition act.

"(5) The rapidly growing chemical industry of the United States is now, and will continue to be for many years, the target for the competition of industrial Europe. Every form of direct and indirect economic, legal and government subsidy will be used by European competitors in the future, as in the past, to weaken, break down, and, if possible, eliminate American chemical industry. Under these circumstances, well recognized by every man connected with my client's industry, we need and should have the support and co-operation of our government.

"(6) Instead of being scrambled in a bureau of prohibition, the administration of the legitimate manufacture, sale and use of high-proof alcohol for governmental, scientific and industrial uses, should be placed under an industrial alcohol commissioner, along the lines recommended by the Alcohol Trades Advisory Committee appointed by the Commissioner of Internal Revenue, and which can be effectuated without any new legislation whatsoever."

Mr. Brokmeyer, for the retail druggists, said:

"The Cramton bill, like the Wood-Ernst bill, simply

means that the power of the National Prohibition Commissioner in the enforcement of the law would be absolute. The numerous and gross abuses of this power by two national prohibition commissioners who have officiated since the Eighteenth Amendment went into effect are clearly established by the record of appeals to the Commissioner of Internal Revenue under the Coolidge, Harding and Wilson administrations, the repeated reversals of the Prohibition Commissioner showing that the last thing Congress should do is to make the power of the National Prohibition Commissioner absolute. The appointment of the National Prohibition Commissioner is a political appointment. Under both the Wilson and Harding administrations it has been dictated by the Anti-Saloon League.

"If the future is to be judged by the past, the appointment of a National Prohibition Commissioner will continue to be a political appointment. Where Congress delegates power to prohibit and to permit to an administrative officer, a wise public policy dictates that provision should be made for the right of appeal in such manner as will insure relief against the use of this power for political purposes. The professional men who render pharmaceutical service to the public, or who administer to the sick and suffering, ought not to be placed absolutely at the mercy of politicians, or prohibition extremists. Nor should the public whom they serve be placed at the mercy of such influences."

VICTORY WON ON ALCOHOL PERMITS

(Continued from page 8)

industries that the regulations will not require the annual renewal of this class of permits.

Inasmuch as there are 73,000 H permits, it is estimated that it will reduce the volume of work of the present permit division at least half and will release a large number of employees for other work and expedite the issuance of other classes of permits.

W. L. Crounse in commenting upon this section declared that he regarded the elimination of the annual permit renewal requirement as the most important thing accomplished in the interest of the perfumery industry since denatured alcohol was secured.

More Light on Virgin Islands Bay Rum

Rulings of the officials of the Prohibition United made in connection with protests by importers of bay rum from the Virgin Islands hold definitely that such bay rum when made with pure alcohol is subject to the internal revenue tax of \$2.20 per proof gallon applying to alcohol, but if made of denatured alcohol is not subject to the tax. It is declared by prohibition officials and by customs officials who have a hand in administering internal revenue laws applying to imported articles that the apparent discrimination as between bay rum imported from the Virgin Islands and bay rum brought in from Porto Rico is strictly in accordance with the various laws applying to shipments from the Virgin Islands, which is now an American possession, and to Porto Rico, which is also a part of the United States.

The exact situation is explained by government officials as follows:

While the national prohibition act and the supplemental Willis-Campbell act are in effect in Porto Rico the internal revenue laws of the United States do not apply under the terms of the law providing a civil government for Porto Rico. Certain specific internal revenue laws, however, are in effect with respect to Porto Rico, including a provision that articles of Porto Rican manufacture which come into the United States may be withdrawn for consumption or sale on payment of a tax equal to the internal revenue tax imposed in the United States upon like articles of domestic manufacture. With respect to bay rum and other articles containing alcohol this provision of the law has been modified or repealed under an act of February 4, 1909, which imposed a tax of \$1.10 per proof gallon when brought from Porto Rico into the United States. It is stated that practically all bay rum which comes into the United States from Porto Rico is made of denatured alcohol and therefore is not subject to tax, whereas bay rum from the Virgin Islands usually is made of pure alcohol.

With respect to the Virgin Islands it is stated that Sec-

tion 3 of the Willis-Campbell act expressly provides that the national prohibition act shall apply to the Virgin Islands and jurisdiction is conferred on the courts of the Virgin Islands to enforce the prohibition laws. Administration of the national prohibition act in the Virgin Islands is in the hands of the Secretary of the Navy under an act of Congress of March 3, 1917, providing a temporary government for the Virgin Islands. The internal revenue laws of the United States are not in force in the Virgin Islands, but it is provided by law that articles coming into the United States from the Virgin Islands shall pay a tax equal to the internal revenue tax imposed upon like articles of domestic manufacture. This means that the tax of \$2.20 per proof gallon on pure alcohol applies.

No custom duties apply to shipments from either Porto Rico or the Virgin Islands. It is the duty of the custom officials, however, to assess the internal revenue tax applying on any such shipments. Importers of bay rum who undertake to dispute the authority to levy the tax may appeal to the board of general appraisers, meanwhile giving bond to obtain the release of the shipments from the custom officials.

In view of the controversy over the proposed amended regulations applying specifically to shipments from Porto Rico and the Virgin Islands regulations are being prepared by prohibition officials along the lines stated.

Meridian Company Seeks an Injunction

The Meridian Industrial Alcohols, Inc., of Newark, N. J., has asked the District Supreme Court for an injunction to prevent Andrew W. Mellon, Secretary of the Treasury, and David H. Blair, Commissioner of Internal Revenue, and Roy A. Haynes, Prohibition Commissioner, from interfering with plaintiffs' operations until its permit is revoked and its case heard and decided.

The concern declares it obtained a permit March 29, 1923, to denature ethyl alcohol for industrial purposes, and that a deputy collector of internal revenue was assigned to its plant to supervise operations. The collector of revenue at Newark, N. J., plaintiff claims, ordered the deputy to close the plant. The national prohibition law, the plaintiff claims, entitles it to a hearing which has been denied and the forced closing of the plant will mean a loss of \$105,000 a month.

RHODINOL AND ITS ESTERS

For many years considerable doubts have been expressed as to the chemical individuality of the rose alcohol known as rhodinol, and the literature on the subject has been exceedingly polemical, and sometimes rather bitter, says a British contemporary. It has generally been accepted that rhodinol was not a pure compound, but was merely citronellol mixed with a certain amount of geraniol. Recently, however, it has been proved beyond much doubt that rhodinol is a distinct alcohol, differing in character from both geraniol and citronellol. When in the pure condition rhodinol has a sweet rose odor, and is practically indispensable in the manufacture of artificial otto of rose. It forms a series of esters with the lower fatty acids, which have characteristic odors, differing between themselves, and quite distinct from that of the parent alcohol. Rhodinol formati is an oil with a powerful, but delicate fruity odor, which is exceedingly useful for the preparation of bouquets of roses with a nondescript secondary odor. Rhodinol acetate is a colorless oily liquid with an odor recalling that of a mixture of rose and bergamot. It blends very well with perfumes, of the lavender type, and is a useful adjunct to high-class eau-de-Cologne perfumes. The butyric acid ester has a marked rose odor of its own, and blends well with all rose perfumes. The odor of artificial rose perfumes which are based on rhodinol and its esters appears to be rather bolder in character than the corresponding mixtures of geraniol. A mixture of the two alcohols and their esters gives a very sweet and characteristic perfume.

Farm Women Vote for Cosmetics and Silk Stockings

The United Farm Women of Alberta in convention at Edmonton voted down a resolution to provide uniforms for high school girls and have an official ban placed on the use of cosmetics and the wearing of silk stockings.

PLANT EXUDATIONS USED IN PERFUME INDUSTRY

History, Source, Collection, Preparation and Their Final Utilization;
First Article of a Series on Raw Materials for Our Manufacturers

By WILLIAM A. POUCHER, Ph. C.,
Author of "Perfumes and Cosmetics"

Benzoin

Benzoin is probably the most important of the resins used in perfumery and as met with in commerce is broadly divided into two classes—Siamese and others. The latter are imported from Sumatra, Penang and Palembang, and of them, that from Sumatra is the only one which merits our attention. Even this one, while much superior to the Penang and Palembang, falls a long way behind the Siamese, this being due to its less delicate odor and not to its inferiority as a fixative.

Like most plant exudations, the botanical origin of benzoin was for many years a matter of conjecture. The resin is collected by natives in regions which are almost inaccessible, and it is, in consequence, extremely difficult to obtain authentic botanical specimens of the tree. The sources of some are even today not known with absolute certainty.

Once Known as "Java Incense"

Sumatra benzoin undoubtedly had a very early usage, and it was known as "Java Incense." The Arabs called it Luban Jaiva, and it seems possible that this description was due to the whole archipelago then being known as Java. It was Jonas Dryander who first determined the botanical source of this variety, and in 1787 he published an account of the plant which he called *Styrax Benzoin*. N. O. Styracaceae.

The tree grows rapidly and in a few years reaches a height of 20 feet. It flourishes in the northeastern part of Sumatra and as benzoin is a pathogenic product it only exudes after the plant has been wounded. According to Tschirch who studied this species in the East Indies, the tree is devoid of odor before incision. It is not "worked" for the resin until the seventh year. The natives then make incisions in the trunk, and from these wounds flow a milky resinous sap which is scraped off the bark and soon hardens in the air. This process is continued year after year for about twelve years, but the quality depreciates with the age of the tree.

Richest in White Almonds

Sumatra benzoin which is richest in white almonds is generally collected during the first three years, and is known as "head benzoin." The subsequent runnings are not of such a fine quality and are known as "belly." When the tree fails to yield a further supply it is felled and scraped. This product is known as "foot benzoin" and is of very inferior quality.

Siam benzoin seems to have been used by the ancient Egyptians as would appear from an examination of a sweet smelling resin made by E. M. Holmes.¹ This was found by Mr. Percy Newberry attached to a piece of mummy cloth in Hawara Cemetery in the Fayam province of Lower Egypt and dates from a period not earlier than the second century A. D. This resin may have been the Indian frankincense described by Dioscorides which was tawny and

of a livid color and in quadrate form. It was also described by the celebrated Arabic traveller Ibn Batuta who visited Sumatra in 1325-49 and he gives it the name Java frankincense.

Up to comparatively recent years Siam benzoin was considered to be the product of *Styrax Benzoin* Dryand but in 1912² Kerr pointed out that the styrax tree which grows on Doi Sootep is not this species but a new one closely allied to *S. suberifolius* and since described as *S. Benzoides*. (Craib). Hartwich³ however considers the Siam benzoin of commerce to be derived from two different trees, namely, *Styrax Benzoides* and *S. tonkinensis*. E. M. Holmes⁴ after considering the evidence, is of the opinion, firstly, that the chief, if not the only source of Siam benzoin of commerce is *styrax tonkinensis* Craib which is found in the district between Luang Babang and Hanoi; secondly, that the *S. benzoides* of northwest Siam yields a fragrant resin, used locally, but the evidence that it yields any of the Siam benzoin of commerce is not equally satisfactory.

As recently as 1916 still another source has been attributed to it by H. Rordorf⁵ who obtained fruits from northern Siam which he compared with those mentioned above, whereby he arrived at the result that they belong to a hitherto unknown species which he designates *styrax Siamensis*.

Seeking for the Finest Quality

The method of collecting Siam benzoin does not appear to be uniform, as the following two accounts will indicate. According to information received by Rordorf, pieces of bark of rectangular shape are loosened and the resin runs out of the inner side of the bark, solidifying there by the heat of the sun. This forms the finest quality. The smaller fragments are formed into lumps by hand. The resin is spread out on a strong mat in a heap and ginger roots first hollowed and filled with the marrow of the bones of a pig, are mixed with it, and the mats are tied up at the end in a bundle. The contents are examined from time to time to see if the fat has been taken up and if not, fresh fat is added. It is said that rancid pork fat will not, like fresh fat, pass through the ginger root. This process takes about a year, its object being to give a fine aroma. When the fat has disappeared from the ginger, the resin is ready for export, without risk of losing its fine odor through the hot and long journey to Bangkok.

According to Kerr, the principal method of collecting the gum is by making "V" shaped incisions through the bark. The resin runs slowly into bamboo joints placed at the bottom of the "V", and is not collected until a few weeks after the incision is made. This is generally done during the hot season. Whether any particular tree will yield gum or not can only be ascertained by tapping as only the larger

¹ Kew Bulletin 391.

² Apotheker Ztg. 28 (1913) 669.

³ Pharmaceutical Journal 1913 (4) 37.804.

⁴ Schimmel's Report (1917) 89.

⁵ Pharm Journal (1888) 388.

trees, and not even all of them, yield gum. The resin is also frequently found in the bore holes made by insects and occasionally at the foot of the tree trunk.

Siam benzoin, which is originally white and opaque, assumes a reddish brown translucent appearance on the surface when exposed to the air. This is an oxidation product of the resin as was found by Reinitzer⁸ who exposed two equally white samples, the one in the air and the other in a tube containing carbonic acid. After several weeks the former turned brown while the latter remained perfectly white.

Both varieties of benzoin are extensively used, Siam on account of its finer vanilla-like odor has a wider application in fine perfumery, while Sumatra is employed in many toilet preparations and soaps. With the exception of floral "ottos," where the utmost concentration is necessary, the resins are used in the form of a tincture 1 in 10. This is prepared by maceration and subsequent filtration to remove extraneous matter. The Siam resin is most easily prepared in concentrated form owing to its almost complete solubility in warm alcohol, a convenient strength being 1 in 2.

⁸ *Arch der Pharm* 252 (1914) 341.

In order to obtain a similar concentration of the Sumatra resin it is necessary to make a much weaker tincture with subsequent removal of the solvent—by distillation in vacuo. For use in soap perfumery the tincture may be conveniently prepared with iso-propyl alcohol or even industrial methylated spirit. In the manufacture of concentrated floral ottos of good quality, the resins find useful application, and of them probably benzoin has the widest. The proportion to be used varies but as much as 20 per cent is not excessive in some of oriental type where persistence of odor is imperative. In ottos of a more floral note the quantity may even be as high as 10 per cent but is generally around about 5 per cent.

Benzoin is useful in carnation, hawthorn, heliotrope, hyacinth, jonquille, lilac, narcissus, night scented stock, orchid, treble, verbenia and wallflower.

In the preparation of many cosmetics benzoin plays an important part. For instance, it will make an excellent nail enamel, especially in combination with sandarac; it is the principal constituent of virginal milk where the opalescence is due to the precipitation of the resin; it has also a wide application in the manufacture of benzoin and tragacanth creams. (*To be continued*)

RUSSELL VISITS FLORIDA PERFUME PLANT FIELD

Government Expert Takes in Situation at Some Experimental Points;
A. M. T. A.'s Development of Floral Products Gets Substantial Aid

WASHINGTON, March 17.—G. A. Russell, acting physiologist in charge of Drug, Poisonous and Oil Plant Investigations of the Bureau of Plant Industry of the Department of Agriculture, is now engaged in preliminary work in connection with the plan of co-operation with the American Manufacturers of Toilet Articles in connection with the promotion of the domestic production of floral products.

Mr. Russell in discussing his activities, which are made possible through a fund of \$10,000 subscribed by members of the American Manufacturers of Toilet Articles, said that a great portion of the first year will be employed in obtaining planting stock, in testing this material on a small scale and increasing it through seed, cuttings, etc. He said that the securing of the proper propagating material for cultural trials requires considerable time.

Mr. Russell said that he has been able to salvage from the former experimental farm of the Department of Agriculture at Orlando, Florida, a small quantity each of lemon-grass, citronella, and rose geranium plants. These have been replanted in what is considered a very favorable location at Mt. Dora, Florida, where arrangements have been made to give them the necessary attention during the season.

Besides the proposed activities at Mt. Dora, Florida, experimental work will be carried on in California. Several thousands of rose geranium cuttings have been distributed to different persons in Southern California who have agreed to co-operate. Negotiations are also under way looking to the establishment of an experimental station in the vicinity of San Diego, California.

The plan of co-operation with the committee of the American Manufacturers of Toilet Articles was effected during the winter. The manufacturers' committee, which is headed by G. A. Pfeiffer, sought the opportunity to assist

in promoting the cultivation of several raw materials with a view to encouraging the establishment of an important domestic industry. Curtailment of appropriations by Congress has made it necessary for the Department of Agriculture to restrict very greatly activities which were formerly conducted at a number of experimental stations. The co-operation of the manufacturers makes possible a much broader work than could be carried on under government auspices alone.

Vanillin Solubilities a Subject of Research

Among the interesting papers presented in the Industrial and Engineering Division of the American Chemical Society at its recent Milwaukee meeting was the following:

Clarence E. Mange and Otto Ehler—VANILLIN SOLUBILITIES—A table with curves is given to the solubility of vanillin in water and dilute alcohol-water solutions. Curves are presented, showing that only slightly more vanillin will dissolve in glycerol than is soluble in water, the commercial "solvent" power of glycerol being dependent upon an unstable supersaturated condition due to its high viscosity. A table and curves of practical solubility values of vanillin in glycerol-water solutions are given. A simple synthetic and an empirical method for solubility determinations are described. Data are given on the formation and hydrolysis of vanillin-glyceride, a compound often separating from concentrated flavors.

The Preparation of Synthetic Perfumes

A. LEWINSOHN. *Riv. It. essenze profumi* 4, 42-3; *Chem. Zentr.* 1922, IV, 442; cf. C. A. 17, 2031.—The production of methyl heptinate by the process of Moureu and of geranyl formate is described; these are used to prepare violet and rose perfumes, respectively. Geranyl formate is obtained by letting stand for eight days pure geraniol with concentrated HCO₂H. If the acid is not of high concentration geraniol should be replaced by its solid CaCl₂ compound.

A STUDY OF PACIFIC COAST PEPPERMINT*

By C. W. Johnson and Robin Wilkes

During the last two years a study of Pacific Coast peppermint has been made at the University of Washington. This study was made to show the advantages that Washington and Oregon have over eastern states in the production of peppermint oil. The age of the industry in the northwest is very young, but old enough, especially in Oregon, to show us that it is a very profitable and promising industry in these parts of the United States.

The peppermint industry appears to have been introduced into the United States by the early settlers of New England. The plants were first grown in Wayne County, New York. Then gradually the industry extended west to northern Ohio and from there into Indiana and Michigan. At the present day there are about 25,000 acres under mint cultivation in the United States, nearly all of which are in the states of Michigan, Indiana, New York and Oregon. This country furnishes about 250,000 pounds of peppermint oil yearly and, at the present time, we also import 88 per cent of Japan's crop.

Peppermint was first introduced into Oregon about 1908 by Mr. O. H. Todd, of Eugene, and it has been produced in the state for the last fifteen years. Mr. Todd imported the roots for the first planting from England. Oregon is especially adapted to peppermint cultivation because it possesses the valuable and rich beaver-dam land of the Willamette Valley. This swamp-like land is rich in humus and retentive of moisture, but fairly open in texture, and when well drained, either naturally or artificially, is most suitable for peppermint cultivation. The district of Lake Labish contains several hundred acres of this type of land. The average yield of mint oil per acre in this district is 70 pounds. In 1922 a little more than 300 acres in the Willamette Valley were under peppermint cultivation. During the last season, of 1922, two acres of the mint produced 186 pounds of oil, or 93 pounds per acre. This is an extremely large yield. In a statement from G. J. Moisan, secretary of the Oregon Mint Growers' Co-operative Association, he reports that the season of 1922 was very dry in the Willamette Valley and the yield on some of the land was very small, yet the returns were far better than they would have been for grain or hay. About 12,000 pounds of single distilled oil were produced on the 300 acres in 1922. Tests have demonstrated that good bottom land almost anywhere in the Northwest will yield 50 to 60 pounds per acre in a normal year.

These broad level stretches of land are easily tilled because large horse tools can be used. In the spring when the soil is usually very soft it is necessary to use mud shoes 9 or 10 inches wide on the horses. These shoes are generally made of wood and leather and fastened by straps and metal bolts to the hoofs or ordinary shoes of the horse. Planting begins as early in the spring as possible and the harvesting of the mint starts in August when the plants are in full bloom. It has been said that due to the early spring in Oregon the growers there should be able to get their product on the market before the Michigan growers and so profit by the higher price offered for the first oil. Only three crops can be raised on the sandy river-loam type of plantation, while

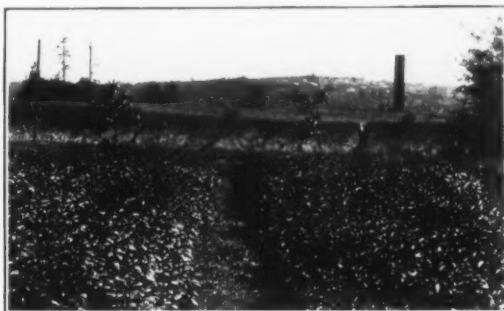
on the rich muck-land, peppermint can be grown year after year for five or six successive years before it becomes necessary to plant the field with something else.

A number of varieties of mint have for the last six or seven years flourished in the Garden of Medicinal Plants of the Washington University.

The plantings came from different parts of the country, some from New York, some from various producers in Oregon and one bed from a producer in the southern part of the state of Washington. There are thirteen plats in all covering an area of about 3,600 square feet.

Most of these beds have been harvested for the last two years and the oil analyzed. The herb was cut and allowed to partially dry and then stems were again cut into small pieces and steam-distilled. The still used at the University of Washington was very inadequate, for its capacity was far too small to care for the herb as it dried. After numerous distillations small amounts of oil were obtained from three varieties. The yields were not very large due probably to the poor facilities for handling and the fact that the mint has grown on the same plot of ground for about seven continuous years. The aqueous distillates were cohobed and this increased the volume of the oil about 6.5 per cent.

Samples of the 1921 crop of oil were secured from seven different producers in Oregon. These oils and also the oils from the Garden of Medicinal Plants at the University of Washington were analyzed for their menthyl acetate and total menthol content and in each case it was found that they assay considerably higher than eastern oils in both



THIS PICTURE SHOWS TWO BEDS OF PEPPERMINT IN THE GARDEN OF MEDICINAL PLANTS, UNIVERSITY OF WASHINGTON. THE PLANTS ON THE RIGHT CAME FROM NEW YORK AND THOSE ON THE LEFT FROM OREGON SOURCES.

CONSTANTS OF OREGON AND WASHINGTON PEPPERMINT OILS.

Produce and location.	Menthyl acetate, per cent.	Total menthol, per cent.	Refractive index, 20° C.	Optical rotation.	Specific gravity, 15.6° C.
Claud Bevans, Lake Labish, Oregon No. 1	15.5	78.45	1.4600	-32.5994°	0.9070
Wilson and Davies, Independence, Oregon No. 2	15.08	77.24	1.4617	-29.1312°	0.9130
O. B. Marshall, Albany, Oregon (White mint) No. 3	10.28	73.04	1.4630	-27.7440°	0.9065
O. B. Marshall, Albany, Oregon (Black mint) No. 4	9.85	70.19	1.4620	-29.4780°	0.9030
Mrs. L. Hayes, Eugene, Oregon No. 5	7.90	59.90	1.4615	-23.5824°	0.8995
G. J. Moisan, Gervais, Oregon No. 6	13.60	63.82	1.4633	-36.414°	0.9218
E. B. Wallace, Albany, Oregon No. 7	9.37	61.20	1.4665	-26.875°	0.9436
Drug Garden, Univ. of Washington No. 8	12.12	68.73	1.4647	-31.216°	0.9113
Drug Garden, Univ. of Washington No. 9	20.46	83.84	1.4660	-28.3720°	0.9292
Drug Garden, Univ. of Washington No. 10	11.31	64.43	1.4653	-29.3210°	0.9156

menthyl acetate and total menthol. One Oregon oil ran as high as 78 per cent total menthol, which is more than twice as high as the average Michigan oil. The average total menthol content of Oregon oils was found to be 62 per cent. The Oregon products are also very high in ester content, menthyl acetate averaging about 10 per cent. It is this compound that gives most of the fragrance and odor to the oils. The Oregon oils are sometimes mixed with the eastern oils in order to bring up the menthol content of the latter to standard of the United States Pharmacopoeia. Oregon oils sell at about 50 cents more per pound

*Courtesy of the *Journal of the American Pharmaceutical Association*, Vol. XII, No. 9.

than Michigan, Indiana or Illinois products, because they run much higher in menthol and menthyl acetate. The specific gravity of the western oils ranges from 0.8995 to 0.9436, averaging 0.9147, and the refractive index varies from 1.4600 to 1.4665. The optical rotation also is quite variable, ranging from -23.5824 deg. to -36.414 degrees. Chart on preceding page shows analyses.

A different indicator than that used in the United States Pharmacopoeial assay of total menthol and menthyl acetate was used in the analysis of these western oils. The regular U. S. P. assay was followed in every other respect excepting this one; the indicator, phenolphthalein, was changed for phenol red. It was found in the determination of menthyl acetate and total menthol that phenolphthalein was not very satisfactory due to the fact that its colorless acid reaction was masked by the yellow color of the saponified oil. The characteristic color of an acid reaction to phenolphthalein should of course be colorless; because of the covering up of the acid reaction to phenolphthalein the end point is difficult to determine. Of the various other indicators used phenol red was found to be the most satisfactory. It gives a pink or red color, according to the concentration of the indicator, when alkaline, and a canary-

yellow when acid. This yellow color shows up very distinctly and is not in any way interfered with by the color of the saponified oil. It is also a very sensitive indicator, one drop of either acid or alkali changing the color completely from pink to yellow, or vice versa.

In all ten samples analyzed the percentage of menthyl acetate and of total menthol ran very high as compared with the eastern oils of this country. The western oils assay more nearly like the Japanese and European oils. Perhaps western climatic conditions are responsible for the high menthol and menthyl acetate content. It has been shown by Umney and others that the climate and soil both have a considerable influence on these two constituents and it is thought that such is the case in Oregon and Washington. The air is very humid in both of these states throughout the summer and there is not the hot drying effect which is found in some of the eastern localities where peppermint is grown. This humid climate is probably one of the factors that cause the large yield of oil and the high percentage of menthol and menthyl acetate in the peppermint oil of the Northwest.

LABORATORY OF PHARMACEUTICAL CHEMISTRY,
UNIVERSITY OF WASHINGTON, SEATTLE.

NORTHERN AFRICA'S AROMATIC PLANTS

In his work on the aromatic plants of northern Africa Professor Emile Perrot may be summarized as follows:

A certain number of aromatic herbs have been cultivated in northern Africa for a long time.

In Algeria there are centers which specialize in certain products, for example, at Blida, at Bouffarik, and in the region around Bougie, where numerous cultivators have a steady local and European clientele. In fact the market of Algiers exports a considerable tonnage of dry medicinal or aromatic plants. The production of certain perfume oils is likewise very important, especially the oils of rose geranium, of verbenia, and of the leaves and flowers of the orange tree. The supply of the last mentioned is sometimes greater than the demands of the market.

It seems that the cultivation of certain perfume plants might be developed in northern Africa. In the case of the rose geranium in Algeria, experience has shown that keen competition must be expected from various countries producing oils that are preferred in commerce, either on account of their quality, or on account of their cheapness. Nevertheless it seems as if the cultivation of jasmin and of cassia and the production of the oils of rosemary, of neroli, and above all of petitgrain (oil of orange leaves), could be studied once more.

Oil of petitgrain comes, for the most part, from Paraguay, and can not be made except on large plantations of sweet or bitter orange trees. It is a by-product and its sale depends upon its cheapness. This would not be true of the sweet or bitter orange blossoms, which the drug trade demands in large quantities at remunerative prices and which come to us chiefly from Spain.

A certain number of other aromatic plants might also become important objects of commerce, as for example: the rue of Algeria; *Thymus Capitatus*, although this might be replaced by *Thymus Zygis*, which is used in northern Spain as a source of thymol. There is no reason why this chemical product of a carefully cultivated crop could not be made either in Tunis or in Morocco.

This would be true likewise of rose oils, if we could succeed in acclimatizing a species that had a high yield and a fine odor. Since last year, after a trip to Morocco, the National Department of Vegetable Materials has taken up the problem in agreement with the government of the protectorate in that country. The experiments will be extended to Tunis also. The rose bush called "*Rose de l'Hay Cochet-Cochet*" was introduced, and not the "*Rose de l'Hay Graveriaux*," which was tried in Tunis without success and probably by mistake. The Bulgarian rose of

Kazanlik was tried later. This year the attempt will be extended to the Rose of Grasse.

A good many regions could be prepared for the cultivation of this plant. For the south, Persian roses should be procured. This might produce interesting results, especially in Souss, in the region around Sfax, or even further south. Unfortunately, up to the present, it has been impossible to get possession of the few slips necessary for its multiplication.

Finally, to end the list, there is henna which, as everyone knows, is consumed in large quantities, not only in all the Mohammedan countries, but also in Europe, for the care of the hair. With the exception of the highly valued Egyptian variety, the leaf which is considered the best comes from Tripoli. A recent investigation has shown that the cuttings for the trees of this region came from the oasis of Gabes. Therefore the cultivation of this plant should first be attempted in the southern oases, particularly at the new watering places, such as Aouinettes. It is necessary to add that M. Mège, the official in Morocco in charge of the Department of Agricultural Improvements, contrary to all that has been said or written, has succeeded in making the seeds of this plant sprout in as high a proportion as 65 per cent. From these seedlings it will be possible to obtain numerous varieties, only the best of which will be cultivated.

The leaf in demand on the market must be dried rapidly in the shade and must not be allowed to become more or less black because this depreciates the product. This was the reason why the shipments from Senegal were refused by the Department very recently.

To sum up: Northern Africa, which already exports a certain number of drugs, at a high figure, which are used by perfume manufacturers, could extend this production considerably.

Nerol from *Helichrysum Angustifolium*

An anonymous paper on the extraction of nerol from the oil of *Helichrysum angustifolium*, (*Intern. Drog. Kosmet. Parfüm. Ztg.* 1, 10, 1921; *Chimie et industrie* 7, 1174, 1922) is thus abstracted: The oil of *Helichrysum angustifolium* contains a considerable amount of nerol esters. The oil has a d_4^{20} 0.903-0.920, ester no. 40-65% (calculated as nerol acetate), and dissolves in 90% alcohol with preparation of paraffin. The nerol is separated by esterifying with phthalic (or other dibasic) acid, dissolving in diluted NaOH, extinguishes the impurities by means of Et_2O , petroleum ether, etc., acidifying, extinguishes the acid phthalic esters, saponifying, and rectifying the alcohols in *vacuo* or by steam distribution. To eliminate geraniol the preparation of neutral esters and fractional distribution are recommended.

MARCH REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, March 5.—Following is the March report on essential oils and other floral products:

Orange

The orange trees are beginning to bud and, unless there are frosts to blight the new vegetation, a normal crop of flowers may be expected.

In spite of this, however, there will be no drop in the present market prices since none of last year's crop remains on the market. Indeed a rise in price is to be expected. This increase may be greater or less according to business conditions, but there is sure to be an increase in the case of orange blossom products in general.

Oil of petitgrain, which is now in great demand, will reach an extremely high market value, if we take into consideration the present price of the oil from Paraguay which will be scarce for many more months on account of the revolution.

Rose

Large orders for all rose products have reached the Grasse houses. The decline in value of the French franc during the last few weeks has been favorable to foreign houses which have made big purchases. There are scarcely any rose products left for sale. Concretes and absolutes have been in special demand.

The new crop does not appear to have been harmed by the frost. Therefore, it will probably be almost normal. But the market prices, like those for the orange blossom products, will be higher than last year's.

Jasmin

It is no longer possible to find jasmin products unless they have been contracted for in advance. On account of the active demand during recent months, all the Grasse houses are having difficulty in meeting the requirements of their customers, even though these are willing to pay any price whatever.

The next crop will command extremely high prices, as we pointed out in our preceding reports.

Tuberose

The situation is the same as in the case of jasmin. The demand is very active, while the stock still for sale is low.

Mimosa

The harvest is abundant. Whole trains reach Nice, Cannes, Monte Carlo, and all the other towns of the Mediterranean coast, loaded with mimosa for making ornamental bouquets or for the battles of flowers.

The manufacturers will soon begin to treat these flowers, because in a few weeks the prices will be low enough to make the flowers accessible to the perfume trade.

Violet

The crop is below normal and the perfume trade will have great difficulty in obtaining enough flowers. The florists of the largest cities of the Riviera pay very high for violets for making bouquets, and the perfume trade can not meet the present market prices which make the products unsaleable.

Geranium

A very considerable increase has occurred in the price of Bourbon geranium. It is difficult to buy now even at very high prices, because the sellers are withdrawing it from the market in the presence of the large orders which are coming to them from all four quarters of the globe.

The Algerian geranium oil is entirely used up, while that

from Grasse is represented by only small quantities. Therefore the Bourbon oil is the only one which remains on the market in quantities large enough to meet the demands of the consumers. Under these conditions it is difficult to expect a lowering of the price. Even if the demand should grow less, it would be hard to expect a decrease in price, because the first cutting on the Island of Réunion is almost finished, and the drop, were it coming, would already have been recorded.

Mint

The present value of the pound sterling has made the prices of Japanese mints rise to such high levels that consumers prefer to buy Grasse mint oil. Negotiations for large quantities have been made within the last few weeks and the stock which remains on hand is comparatively insignificant. An increase in the price of this article must be expected, and this increase will be more noticeable if the present value of foreign money lasts from now until next summer.

Lavender

The market conditions for lavender oils are like those for jasmin. There is no more to be bought at first hand. The sale of the new crop will start at very high prices.

Well-informed consumers are buying at once, which seems to be a very good policy.

Spike

The situation is the same as for lavender oils. There is no more on the market. The Spaniards have sold their whole stock. Any purchase made now will be a successful speculation.

Thyme

Thyme oil is always in very great demand. The stocks are not large. An increase is to be noted and this will eventually grow greater.

Summary

All the products in general are scarce. Rather large advances in the prices of all floral products are to be expected for the coming crops. The prices of essential oils also will rise, because the orders have not been met.

No decrease is to be expected for many months. On the contrary, new rises in price will certainly occur.

NEW CONSTITUENTS OF CAMPHOR OIL

F. Rochussen. *J. prakt. Chem.*, 1922, 105, 120—136.
Ethylguaiacol, $C_8H_8(C_2H_5)(OCH_3)OH$ [1.3.4], b.p. 94° — 95° C. at 5 mm., sp. gr. 1.0473 at 15° C., $n_D^{20}=1.5334$, has been isolated from the phenol fraction of camphor oil. The acid fraction contains *n*-caproic acid and *r*-citronellic acid. The latter has b.p. 116° — 118° C. at 3 mm., 121° C. at 3.5 mm., or 126° C. at 4 mm., sp. gr. 0.9557 at 15° C., $n_D^{20}=1.4623$, $n_D^{25}=1.4606$. On oxidation by means of potassium bichromate in boiling sulphuric acid solution it gives acetone and β -methyladipic acid, whilst β -methylcaproic acid is formed by fusion at 250° — 300° C. with moist potassium hydroxide. γ -Citronellic acid is converted by the action of boiling dilute sulphuric acid into a lactone, b.p. 102° — 103° C. at 4.5 mm., which gives on hydrolysis, a mixture of unsaturated and hydroxy acids. The formation of this lactone is presumably preceded by a migration of the double bond.—*Abstract in Journal of the Society of Chemical Industry.*

Action of Cinnamon Leaf Oil on Containers

Packing of cinnamon leaf oil. A. Bruce. *Tropical Agriculturist* 61, 57. The action of cinnamon leaf oil on various containers used in packing was tested. It is concluded that vessels of glass, tin or aluminum should be used. Vessels of iron, copper or lead should be avoided.

NEW PRODUCTS SHOWN AT PERFUMERY EXPOSITION

Absence of Large Perfumers from List of Exhibitors Noticeable; Resolutions of Commendation and Assurance of Support for Next Year Given

The Second International Perfumery and Toilet Articles Exposition came to a close on the evening of March 8, after an eventful week marked by sparse number of visitors the first three days, and creditable attendance the last three days on the part of the general public and also of the trade of New York City.

There were about 50 exhibitors of whom about twenty were raw material and supply houses. The balance were perfumers and it was noticed that very few of the large manufacturers were represented. This fact was the subject of comment by most men in the trade who visited the exposition.

With a view to adding feminine interest to the exposition the management introduced a fashion show where models displayed gowns, bathing suits and other articles of apparel. Opinion was divided as to the value of this feature.

The individual exhibits were for the most part of a perfunctory nature. There were, however, a few exceptions, among which might be mentioned the exhibit of R. H. Macy & Co., who conducted a poll on perfumery preferences. Prof. A. P. Poffenberger, instructor in psychology at Columbia University supervised the tests. Odors were on blotters which were numbered, and choices were expressed by each visitor. It was found that among men and women lilac was the most popular odor and jasmin was second among the women, while a French bouquet odor was second choice among the men. For third choice women preferred violet and men, rose.

The tests also aimed to determine the choice of different types of women for odors. The studied conclusions to be drawn from the tests are not yet available.

Dancing was also featured at the Exposition and the proceeds were given to local charities. Throughout the afternoons and evenings daily there were entertainments and demonstrations of various toilet preparations on the stage in the rear of the hall. Tragedy marked one of these entertainments when Miss Beatrice Shaw, a slight girl of 21 years, crumpled on the floor while playing the saxophone. The audience believed she had fainted; but it was soon discovered that she had died of heart failure.

Very little sampling was done at the Exposition, although a considerable amount of printed matter was distributed. Many of the women visitors expressed decided opinions about the absence of samples which they frankly admitted they were eager to get.

The exhibits were as follows:

Capes Viscose, Inc., Delawanna, N. J.—How effectively Capes Viscose may be used on all kinds and shapes of containers for toilet preparations was demonstrated by actual examples in many different colors both transparent and opaque. H. S. Fisher who represented the company explained how the Capes are applied.

Florasynth Laboratories, Unionport, New York City.—Among the products of this company which were emphasized in the exhibit were iso-butyl indol, a fixative; phenyl glycolacetate, a lily and lilac 'lifter'; para cresol phenyl acetate, a narcissus constituent; and other synthetic specialties for perfumers and those engaged in allied trades. Charles Senior, Alexander Katz and Louis A. Rosett represented the company.

L. Givaudan & Co., Geneva, Switzerland, George Lueders & Co., New York City, American agents.—The principal synthetic perfumes as well as a number of novelties made by L. Givaudan & Co. were on display. The booth was visited

by the trade quite generally and the uses of the various products offered to perfumers were explained by Ph. Chaleyser.

Joubert Cie, New York City.—Considerable interest was manifested by the trade in the hand painted paper boxes offered to the trade by this company. The boxes were intended primarily for face powder, which the company incidentally manufactures under private brands. Perfumes for private brand use were also offered. Visitors were greeted by Joseph Lindeman and H. L. Goldwag.

Mixing Equipment Co., New York City.—A line of glass enameled mixing tanks which the company is now handling was shown for the first time. The tanks are offered in capacities ranging from 5 to 75 gallons and may be had in either the open or closable types. Standard mixers made by the company in four sizes were also shown in operation. Representatives were F. L. Craddock, F. R. Schell and J. J. O'Shea.

National Seal Co., Brooklyn, N. Y.—The booth of this company was made unusually attractive by the skillful grouping of a myriad of different toilet preparations in all shapes and colors of containers with the Duplex seal applied to each. Much favorable comment was given to David F. Dodds, representative, for the effectiveness of the display.

New Jersey Machine Corp., Camden, N. J.—Label gumming machines in operation afforded a constant source of interest to visitors at this company's booth, which was in charge of Carl A. Claus.

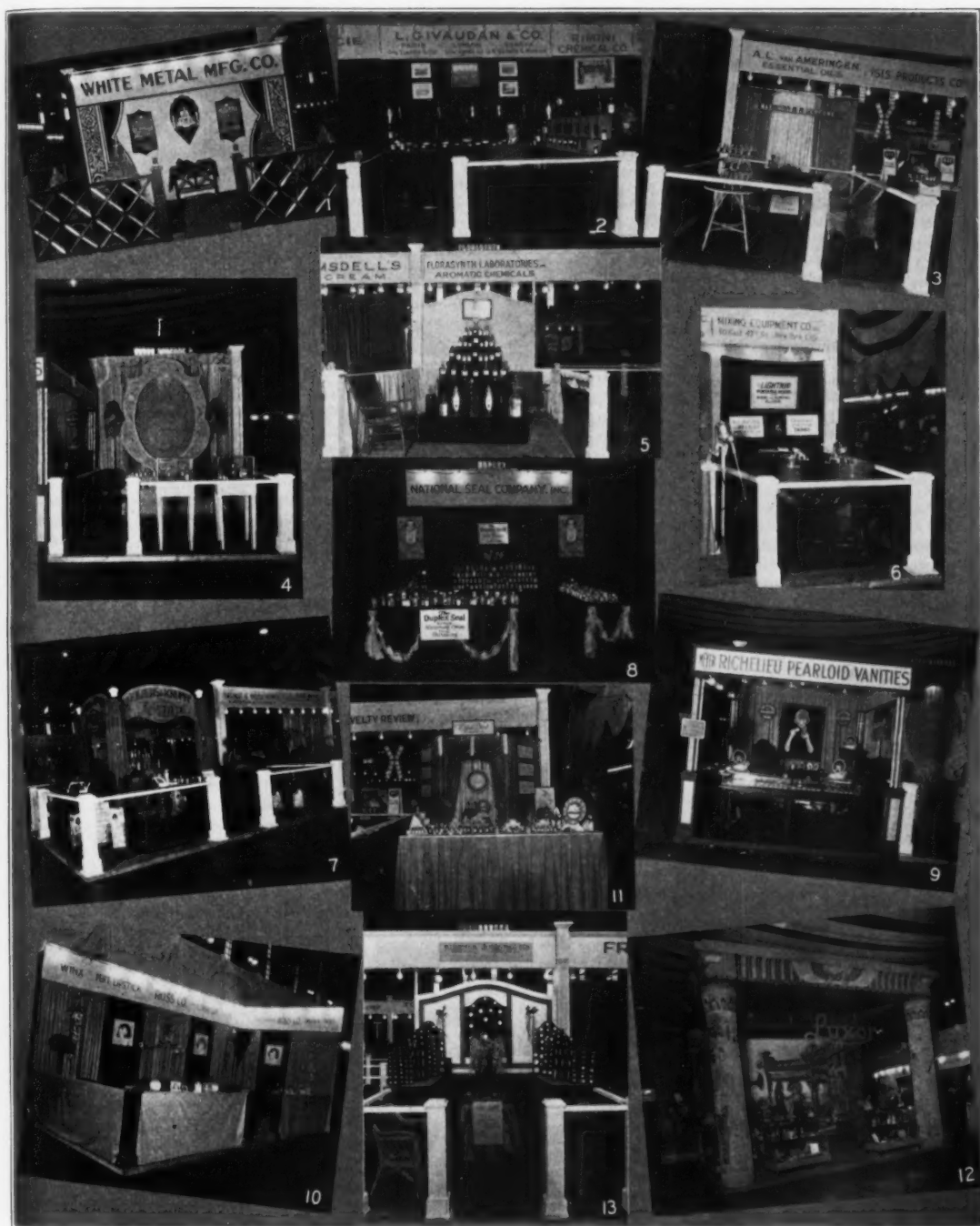
Peerless Tube Co., Bloomfield, N. J.—A giant tube six feet high listing the principal users of Peerless tubes was a striking feature of this company's exhibit. The work of the company in making and lithographing tubes was explained to visitors by George H. Neidlinger, Francis Lynch and Donald M. Smith.

Salikof & Belle Hovey Laboratories, Philadelphia, Pa.—One of the new novelties displayed by this company was a glass boudoir vanity containing as an integral part of the top, a bottle for perfume. The vanity is offered in various colors. Toilet preparations made under private brands by the company and a full line of hand painted and other vanities were also included in the exhibit which was in charge of David M. Bell, eastern representative.

George Schmitt & Co., Brooklyn, N. Y.—Examples of lithographed labels, box wraps and hangers made by this company as well as an interesting folder showing successive steps in the production of a lithographed poster afforded visitors an excellent opportunity to judge the character and scope of the work done by this company. William T. Campbell represented the company.

Scientific Specialties Co., New York City.—The presence of a glass blower who made fancy shaped containers including "animal" containers attracted crowds to this company's booth. A new line of small containers for perfumes made of black and yellow opaque glass proved to be of special interest to the trade. Representatives who greeted visitors were George Grunberg, Fredrick Freess, and Richard Jorgensen.

Trece Laboratories, New York City.—Single, double and triple compacts in the popular types of 2-inch and 2½-inch vanity cases were emphasized in this company's exhibit. The work of the laboratories in the manufacture of private brand toilet preparations and powders was shown by representative samples; and several new numbers which the company ex-



A few of the Prominent Exhibitors at the Second International Perfumery & Toilet Articles Exposition.

1. White Metal Mfg. Co. 2. L. Givaudan & Co. 3. A. L. van Ameringen. 4. Capes-Viscose Co. 5. Florasynth Laboratories, Inc. 6. Mixing Equipment Co. 7. Mulhens & Kropff, Salikof & Belle Hovey Laboratories. 8. National Seal Co. 9. Joseph H. Meyer Bros. 10. Ross Co. 11. Blue Bird Perfumers. 12. Armour & Co. 13. Aluminum Goods Mfg. Co.

pects to announce publicly soon were shown by Sidney Picker, who represented the company.

Van Dyk & Co., New York City.—Aromatic chemicals and derivatives of coal tar products used in manufacturing perfume and toilet articles and a chart illustrating the relationship between dyes, medicinal preparations, explosives and synthetics used in the toiletries industry made up this company's exhibit which was in charge of F. K. Woodworth.

A. L. Van Ameringen, New York City.—Representative numbers from the line of Marey & Cie, including essence of styrax, linalool, labdanum, absolute bergamot, lavender and petitgrain as well as higher alcohols and aldehydes were displayed and the flower oils offered attracted much attention among the visitors in the trade. The line was quite complete and A. L. Van Ameringen personally greeted all visitors.

White Metal Manufacturing Co., Hoboken, N. J.—Everyone who visited the exposition admired the striking display of plain and decorated collapsible tubes in all popular sizes and shapes made by this company. All inquiries, and there were many from the interested feminine visitor to the staid manufacturer, were answered fully by Stanley M. Rumbough, president and treasurer of the company or by H. Richter, secretary, or V. Gallert, who greeted callers.

Justus Brauer & Son, Inc., Camden, N. J.—Various sizes of corks used by the perfume and allied industries were shown and much useful technical advice was given callers by P. H. Bookmyer, who represented the company.

Frederick Osann Co., New York City.—Bundle tyers manufactured by this company were displayed in operation. Frederick Osann represented the company.

Pasquier Co., New York City.—Bleach pack and solid brillantine were among the new preparations offered by this company which also gave demonstrations at intervals. Other specialties offered were cosmetics and private brand toilet preparations. Anton J. Martinek, president, and Irving Abrams represented the company.

Armour & Co., Chicago, Ill.—In an Egyptian setting, Luxor perfumes and toilet preparations were set off to good advantage and visitors had an ample opportunity to examine the line, although no sampling was done.

Bellersheim Laboratories, Denver, Colo.—Bellersheim's Almond Liquid Cream, a new product offered in 4-ounce bottles was displayed at the booth of the National Seal Co. The new product has met with marked success in the western states where it was introduced last Autumn, according to the company.

Blue Bird, Perfumers, New York City.—A considerable amount of sampling, particularly of cream rouge, was done by this company which offered its full line of preparations.

R. & J. Crazen, New York City.—Perfumed beads and sautoirs made by this company were attractively arranged on the counter and about the booth so as to give visitors a good idea of the line.

Daggett & Ramsdell, New York City.—Cold cream in various sized packages, shaving cream and a few of the other preparations of the company were displayed about the large booth which proved to be a mecca for most visitors of the fair sex. A limited amount of sampling was done. A. C. Shoppach was in charge of the exhibit.

Leigh, Chemist, New York City.—A new number, a boudoir vanity containing rouge and face powder in an attractive metal container proved to be one of the most interesting items in this company's exhibit. Sales were reported to be very good for this number. Other numbers in the company's line of extracts and toilet preparations were also on display. E. H. Perry represented the company.

Mulhens & Kropff, New York City.—Boudoir vanities containing eau de cologne and bath dusting powder which the company is introducing proved to be of much interest to women who visited the booth. Miniature packages of smelling salts also attracted interest as did also the standard numbers in the company's line of toilet preparations. Representatives were W. E. Kropff, Robert Arcularius, H. G. Pohlman, D. J. Mulster, A. D. Does and J. Thone.

Richelieu, (Jos. H. Meyers Bros.) Brooklyn, N. Y.—Pearloid vanities in single and double models offered by this

company were attractively displayed about the booth and considerable interest was aroused among the visitors by the award each afternoon and evening of a complete vanity to the person holding the ticket containing the winning number. Distribution of tickets was made to visitors. F. A. Berger represented the company.

Other exhibitors were: Amolin Co., New York City, (deodorant powders); Specialty Mfg. Co., Brooklyn, N. Y., (mirrors); United Toilet Goods Co., New York City, (Tre-jur double compacts, etc.); Odol Chemical Co., New York City; (mouth wash); Odell Co., Newark, N. J., (hair tonic); Aluminum Goods Mfg. Co., Manitowoc, Wis., (aluminum containers); Ross Co., New York City, (rouge and eyelash preparations); Friedrich-Friedrich, Philadelphia, (toilet creams); Minymet Co., New York, (packs and creams); Parfumerie St. Denis, New York City, (toilet preparations); Delica Laboratories, New York City, (lipsticks and eyebrow preparations); Geo. W. Luft Co., New York City, (lipsticks); E. W. Cassebeer, Inc., Flushing, L. I., (skin whitener); Flore-Real, New York City, (perfume); Isis Products Co., New York City, (Pycorrhea cure); Madame Berthe, New York City, (depilatories); Marcel Perfumer, New York City, (perfume); Kilrut Co., New York City, (depilatories); Givienne Co., Philadelphia, Pa., (perfume); Dainty Form Co., New York City, (reducing cream).

The National Exposition Co. published on March 15 the text of a resolution tendered to Harry A. Cochrane signed by many of the exhibitors in the show. This resolution complimented Mr. Cochrane on the success of the second exposition, and commended the idea of holding another exposition next year, advocating the formation of a committee, composed of leading members of the trade, to cooperate in the arrangements for the exposition.

CHEMICAL EQUIPMENT EXPOSITION IS PLANNED FOR JUNE, 1925

The first National Chemical Equipment Exposition will be held in the State Armory, Providence, R. I., June 22 to 27, 1925, under the management of the Chemical Equipment Association and in conjunction with a regular four-day meeting of the American Institute of Chemical Engineers.

The Exposition will be restricted to displays of equipment, supplies, accessories and essential raw materials used by the chemical and chemically controlled industries.

Admission will be by registration only, executives, banking and financial representatives and important stockholders of industrial companies in the chemical and chemically controlled industries, superintendents of these companies, engineers and technical men from these industries, and technical students and educators will be invited to attend. There will be no admission fee.

Direct charge of exposition details has been delegated by the board of directors of the Chemical Equipment Association to an exposition committee comprising G. C. Carter, Union Carbide Co., chairman; Edwin C. Alford, T. Shriver & Co., and Roberts Everett, secretary of the Association.

PAPER INDUSTRIES SHOW APRIL 7-12

Arrangements for the 1924 Paper Industries Exposition, to be held in Grand Central Palace, New York, during the week of April 7, indicate that the second annual show is to be fully up to the standard established last year. Practically all of the exhibitors that took space last year have taken at least an equal amount again this year. The main floor of the Palace is to be used instead of an upper floor as was the case in 1923. The space is being subdivided into sections, with the machinery, supply, chemical and equipment houses segregated into their respective groups.

The space assigned to the makers of paper specialties is already overflowing, and among the displays of this group will be some of the most striking features of the exposition. Paper cups, boxes and bags form a small part of this department, which will be one of the most popular phases of the big show. A daily motion picture program will also be a feature.

DO YOU GET "YOUR SHARE" OF THE BUSINESS?

How Do You Figure Out Just About What "Your Share" Ought to Be?

How Do You Go About Getting It? Good Hints for Wise Manufacturers.

By LEROY FAIRMAN

New York Advertising and Merchandising Expert.

Some wise old philosopher said that if you have fought with all your Might, in the end "you will have prospered according to your Right." Which is another way of saying that society will reward you in proportion to the value of the service you render it.

There will be many who will vigorously dispute the correctness of this statement. They will point out that the wicked flourish like a green bay tree while the righteous fall by the wayside and perish. A vast number of manufacturers, for example, are doubtless quite sure that they render to society a service far superior to that which their competitors give, yet they languish and grow thin while the competitors wax fat and prosperous.

Perhaps so. Yet the man who is sure that this is his case may well ask himself whether he has fulfilled the primary stipulation of the rule, and "fought with all his Might." If not, he cannot blame society for his failure. The public has neither the time nor the inclination to go around with a search warrant and a flash light, seeking out the man who is too shy or too indolent to make his merits known.

Public Quick to Give Rewards

Certainly it is true that it is the constant and invariable purpose of society to bestow its rewards upon those who render the most valuable service. It is not the desire or intention of society to purchase shoddy garments or brass jewelry, and it is proved every day that the public quickly and generously rewards the man who can really do something to make existence more easy, comfortable or enjoyable.

So, then, the man who feels that he isn't "getting his share of the business" will do well to slip into his private office, lock the door and commune deeply with himself. Nine times out of ten, the answer is right there.

To begin with—assuming for the sake of our discussion that you are the man—what IS your share of the business? The answer is: all you can get! But here you strike a snag: the philosopher from whom we took our text said that you would prosper according to your Right. So if you fight with all your Might for more business, you won't get it unless you are entitled to it. And if you get, by main strength, more than is your Right, you won't keep it, for society is forever seeking for that superior service which you are not in a position to give.

Logic and Theory Often Discounted

You will observe that, according to this reasoning, your share of the business would be all of it, provided the service you render entitles you to all of it. That is logically true, but only theoretically true. Practically, the wants of the public are too varied, their preferences too different, their prejudices too peculiar and their tastes too changeable, for any one man to please everybody for even a part of the time. Nevertheless, great businesses are always built by men who vision their part of the trade as all of it, and fight for it with all their Might. They fail to get

all of it, but how tickled the rest of us would be to swap our success for their failure!

The amount of business you deserve depends upon the nature and quality of your goods, their adaptability to the needs of society, their prices, the character of service you render in marketing them, and other factors which are outside the purpose of this article. The question we are to consider is, do you get "your share" and how are you to make sure that you are getting it?

One of our troubles, in this country, is that our field of operation is so big. If you sell nationally, you are likely to survey, in your mind's eye, the whole map of the United States. That is confusing and difficult. It presents so many complications and contradictions that attempts to form any helpful conclusions from it are generally futile.

In such a survey, for example, you are confronted with the condition that in Billville, population 10,000, you sell twice as many goods annually as in Jimville, population 50,000. Both are county seats in rich agricultural communities; the per capita wealth is about the same; the character, needs and buying habits of the people about the same. What, then, is the matter?

A great many things may be the matter. But doesn't a similar situation exist in scores, perhaps hundreds of places all over the map? Don't concentrate on Jimville and worry about that solitary instance of unsatisfactory sales, but take a large, wide view of the whole situation and see what can be done to put the whole selling problem on the right basis.

Good Plan to Study Sections Closely

Take the map by sections, and consider and deal with one section at a time. If your business is in New York, probably New England will be the most logical section to take up first. Heretofore, you have perhaps figured that you were getting "your share" of the New England business, and have let it go at that. But if you go over that little group of States carefully and thoroughly, you will undoubtedly find that it is dotted with Billvilles and Jimvilles—places where you are in fact getting your share of the business, and places where, for no good reason, you seem to be doing hardly any business at all.

Now, the way to deal with New England, or any other territory, is not to deluge it with a flock of salesmen and a lot of advertising, determined to conquer it or know the reason why. There are a lot of things to find out about it which you may not know.

Let us suppose, to make it easy, that you manufacture a corn cure. Here are a few things that you ought to know.

Is the population of New England especially addicted to corns? If so, why; if not, why not? In what localities are corns especially prevalent, and why? What classes of people are most troubled with corns, and why? Are they people who are easy to sell, or hard? Can they be reached profitably by advertising; if so, through what media? What

is the annual consumption of corn cures in New England? What is the annual sale of each manufacturer? How have the manufacturers now selling corn cures in that section secured their business? How long have they been in that market? How did they "break in"; how long did it take them to secure a profitable amount of business? Do they advertise? If so, how much per year, and in what media? What characteristics of their preparations appeal most strongly to the New England people? What reasons are there, if any, why they stand in well with the drug trade? Do they sell direct to the trade, or through jobbers? What are their prices and discounts? What does the retailer get for the goods, and what is his profit?

Finding Out "Just Where You Are At"

Not only is this information necessary with regard to New England as a whole, but as to States separately, trading sections separately, and all important cities and towns separately. Some job! But when you get that information all laid out on your desk, and compare it item by item with your own sales sheets, you will know exactly where "you are at" and what kind of a job it is going to be to get "your share" of the New England business.

It will be mighty interesting and useful to find out, by comparing New England with the country as a whole, whether New England is buying all the corn cures it needs. You may find that, considering the prevalence of corns in that section, the buying power of the people, and the other factors now before you, New Englanders lag 20 per cent behind the rest of the country in the consumption of corn cures.

That will give you a real thrill—it seems to prove that not only are you failing to get "your share" of the business, but that nobody else is getting it either! It seems to prove that here is a market not only far below the saturation point, but for some reason very indifferently supplied with corn cures. Has it been neglected by manufacturers? Is it merely awaiting cultivation? Is there some way to jump in there and "mop up" on a big scale? Another thing to be found out, you see, before you are ready to deal intelligently with New England.

Balancing Distribution Inequalities

On the other hand, suppose you find out, by comparing the information you have secured with your own sales, that the New England market is fairly well supplied with corn cures; that in certain sections you are getting your share of the business, and that in others your sales are 'way below what they should be. What then?

If there are 200 towns in New England where you are not getting your share of the trade, you will naturally cast about in your mind for some scheme that will jack 'em all up to where they ought to be. But alas! conditions are so different that no one remedy will suffice. It would be an exaggeration to say that 200 towns meant 200 different problems to solve, but if you went around and studied them separately you would begin to believe, after a week or so, that it wasn't such an exaggeration after all. One thing is sure, your regular salesmen, on their regular trips, will be unlikely to make much of a dent in the situation. If they could bring the field up to anywhere near a level of productiveness, they would have done it long ago. There are conditions which they have no time to study; there are remedies which they cannot apply. The chief of these remedies is advertising; the salesman has no power to promise advertising to the dealers; he generally lacks the knowledge

and training which would enable him to judge as to whether advertising is necessary; very often he does not believe in advertising at all.

Many manufacturers employ field men, or groups of them in the form of "flying squadrons," whose special business it is to solve such problems as we are now discussing. If they are the right kind of men, they know advertising as well as selling, and can diagnose the needs of a territory from every standpoint. Such men are sent wherever they are needed, but too often they are chased from one corner of the map to another, straightening out tangles which have no relation to each other, and following no plan which is related to the development of the business as a whole.

In handling our corn cure problem, such men are the only really satisfactory solution. They should have, before they start, a full knowledge of all the facts concerning the entire New England territory. They should be routed as to itinerary, but should not be restricted as to time. They should be given authority of very wide latitude and their recommendations should be law. And they should be permitted to stick on the job until they have finished it.

Simple Way Recalls Grasshopper Story

All this is a lot of trouble. How much simpler it is to "ginger up" the sales force now covering New England, and look to them to even up the sales inequalities—and proceed to forget it if they fail to do so. How much simpler it is to appropriate a few thousand dollars to New England advertising, let it go at that, and hope for the best.

A New Yorker whose name was familiar a generation ago, once said to his son, "Tom, you remind me of a grasshopper sitting on the top of a mullein stalk. He sits there, swaying idly in the breeze without an idea in his head—and all of a sudden he takes a hell of a leap off into space without the slightest idea of where he is going."

Too much business is done that way. Very likely you are marketing your corn cure that way. Why do it? With all the facts concerning New England in your possession, two or three good men can clean the whole section up in a short time. They can find the trouble in every section where the sales are low. They can apply or suggest the remedy. They can fix things up with disaffected retailers or jobbers. They can determine whether advertising is necessary; if so, how much, and in what media.

And when New England is straightened out as it should be—and not until then—you will be ready to tackle New York and New Jersey, then Delaware and Pennsylvania, and so on over the map, as fast as seems wise. Even if it took two years, or five years, to cover the country, it would be the most profitable job in the history of your business. It's a whale of a job, but not so hard as it sounds. There are many sections of the country so sparsely settled that only the high spots need to be touched. Others, perhaps, where there are good business reasons for not going at all. But intensive cultivation of the business field, like intensive farming, is the way to get the biggest, the most permanently profitable results.

Always a Welcome Visitor

(J. M. Coldwell, of Maurice, Parfumeur, Providence, R. I.)

I find THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW interesting, instructive and entertaining and always a welcome visitor that remains and becomes a familiar associate. By the way, you have a dandy advertising manager; he knows his business.

BABSON PREDICTS ACTIVE BUSINESS THIS SPRING

**No Danger Signals Seen, but Fight Over Tax Reduction Is Depressing;
Cost of Living to Be Campaign Issue; No Serious Inflation Is Feared.**

Roger W. Babson, the famous statistical expert and observer of business conditions, on which he bases conclusions regarding the future, continues optimistic for 1924. Mr. Babson, who is one of our regular contributors, advises us that our readers should plan for this Spring on the usual seasonal quickening in trade. He makes this a text:

"Statistics point to a moderately good volume of business during the coming months. So far there are no signs of a mushroom boom; neither are there danger signals of serious decline."

Mr. Babson contributes other interesting comments on the trade outlook, with a touch of politics, that will be found interesting and profitable to our readers:

New Building is the biggest single factor in the present business activity. As long as building continues in its current volume there may be no serious setback in business conditions as a whole. So far indications point to a large amount of construction this Spring.

Peak of Real Estate Boom Reached

We have just received data from twenty-one leading cities of the United States, showing the relative amount of real estate sold each month. Nineteen of these cities in 1923 reached the highest volume of sales ever recorded. About one-fourth of the cities, however, show that a distinct turn came in the latter part of 1923, and that the amount of real estate being sold now is less than at this time last year. In certain localities, therefore, it appears that the peak of this real estate boom already has been reached although sales are still very large. In New York City, the activity, both in suburban and in urban counties, is still increasing.

Revenue freight cars loaded during February showed good increases. The actual figures are reaching new high levels, and even the fundamental trend, without seasonal fluctuation, shows improvements over the previous month. Miscellaneous freight and merchandise in less than carload lots are in good volume, running about 3 per cent larger than at this time last year. This means that the movement of freight between manufacturer and retailer is heavy and indicates a larger stocking up for Spring demands.

Coal Price Menace Ended for a While

Commodity prices for the last month have been stronger. Fisher's Index representing all wholesale commodities now stands at about 154 compared with 151 the first of the year and 162 a year ago. This is the time of the year when some rise in prices should be expected. Nobody, however, should be alarmed by rumors of extensive price inflation. A survey of foreign conditions shows the increasing competition which would check any marked advance in American prices.

The Coal Conference has been successfully handled. The possibility of a coal strike on April 1 has been eliminated. The settlement calls for a three-year contract with the miners with a wage scale moderately above that of the previous agreement. There is now no need for further precaution.

Export trade, according to the actual figures, reached

the highest point in December that has been seen for over two years. If the seasonal movement is eliminated, however, the figures are seen to be running along at about a level.

Imports meanwhile are increasing. A slump occurred last Autumn, but the upward movement has again been resumed and is likely to increase. The decline in French and other exchanges points to continued transfer of capital to America and likewise indicates greater pressure to sell European goods. The progress of General Dawes' investigation should be closely followed, especially as regards any suggestions for establishing large credits for European account. So far, however, gold imports continue heavy and nothing has yet appeared to turn the tide. As long as this situation lasts we may safely count on easy money rates and plentiful credit.

Political conditions appear less favorable than a month ago. The fight over the Mellon Tax Bill is disturbing. There is a question as to how long it will take to pass the tax bill which applies to 1924 business. Indeed, it may be held over and become a campaign issue. The soldiers' bonus has again come to life and has become a very important factor.

Politics, Tariff and High Cost of Living

Cost of living is likely soon to be made an issue. A survey is reported under way by the Administration to determine why only one-third of the population are primary producers and two-thirds are distributors. This is to refute the arguments of those who blame the tariff for high living costs. To reduce the tariff and price levels to a radical extent would mean wiping out of profits and a sudden drop in production and employment. Hence, while it would cut prices it would also reduce wages and would do no one any good. Readers should be prepared to show the fundamental truth about high living costs when this issue arises.

Summing up the above factors, it is apparent why we do not fear any serious inflation of business at this time. Commodity prices should rule firm, but foreign markets should prevent any wild speculative advance. New building should be large this Spring, but building material prices are about as high as the market will stand. Political and psychological influences are about evenly divided. *In short, the outlook this Spring is for an average good volume of business without either an inflationary boom or severe reaction. Incidentally, this is why we do not expect the stock market to continue into a long-swing advance from present levels.*

Why Credit Men Go Mad!

(Team Work, via Colgate Shavings.)

DEAR MEESTER SMITH: I got your letter about what I owe you. Now be pachunt. I ain't forget you. Pleez wait. When sum fools pay me I pay you. If this wuz judgment day and you wuz no more prepared to meet your Master as I am to meet your account, you sure would have to go to hel. Trusting you will do this.

ACTIVITIES OF ASSOCIATIONS, COLLEGES AND CLUBS

A. M. T. A. Has Good Program for 30th Meeting; Chemists' New Officers; Banquets, Lectures and Other Events Enliven Mid-Winter Season

PLANS FOR A. M. T. A.'S APRIL MEETING

The plans for the thirtieth annual convention of the American Manufacturers of Toilet Articles on April 22, 23 and 24, are rapidly taking shape. Walter T. Hathaway, of Colgate & Co., Chairman of the Entertainment Committee, reports that the meetings and entertainment will be particularly attractive this year.

On Tuesday night, April 22, a theatre party will be held at the Apollo Theatre, where "Poppy" is being presented with Madge Kennedy and W. C. Fields as the stars. This diverting musical comedy is in its eighth month and is one of the successes of the season. Following the theater there will be a supper and dance at the Biltmore Hotel.

Wednesday evening has been left open, as visiting members generally like to have one evening for private engagements.

Thursday evening the annual banquet will be held in the Cascade Room at the Biltmore and as the thirtieth anniversary is the Pearl Anniversary, the Committee will endeavor fittingly to carry out the spirit of the occasion. It is expected to have two good speakers and if the plans do not miscarry, one of the speakers will be a national figure. Souvenirs for the ladies will be particularly attractive, and dancing will follow.

Official Year Book of the A. M. T. A. for 1924

In a review of the "Annual 1924 Year Book of the American Manufacturers of Toilet Articles," which was printed on page 650 of our February issue, the concluding sentence was ruined by the intrusion of the word "not." The sentence should have read in part: "It is an official Association publication." As a matter of fact the book was duly authorized by the Executive Board of the Association.

Gilbert Colgate, president of the Association, has chosen H. Henry Bertram, president of the A. P. Babcock Co., New York, as Chairman of the Committee on Revision of the Annual for 1925. The publishers of the annual are Rose & Spanjer, Inc., Newark, New Jersey.

New York Drug & Chemical Club

At the recent election of the New York Drug & Chemical Club Arthur S. Somers, vice-president of the Fred L. Lavanburg Co., was elected president; F. E. Holliday, general representative of the National Wholesale Druggists Association, vice-president; Charles R. Pitcher, assistant manager of the Royal Insurance Co., Ltd., secretary; and William Martin Rosendale, vice-president of the Irving National Bank, treasurer.

Percy C. Magnus, of Magnus, Mabey & Reynard, Inc., has been elected a member of the Board of Governors.

New York Allies Hold March Dinner

Perfumery, Soap and Allied Industries of New York held their March dinner in the Yacht Room of the Hotel Astor on the evening of March 5, when about thirty members gathered together. There were no entertainment features and no speeches, the occasion being therefore one of informal good fellowship.

Chicago Allies Honor Hickey

The March 5 meeting of the Chicago Perfumery, Soap and Extract Association, held in the Elks' Club, was allotted to Thomas J. Hickey, attorney of the association, who was on the program for an interesting address on legislative and legal matters relating to the industries.

WORKING FOR THE NEW A. PH. A. BUILDING

America's 50,000 pharmacists will erect a headquarters building costing \$1,000,000, in which to concentrate the activities of the drug organizations in this country. Under the auspices of the American Pharmaceutical Association, committees are conducting a building fund campaign in every county of the United States. More than \$100,000 already has been raised, according to Dr. H. V. Arny, professor of chemistry in the Columbia University School of Pharmacy and president of the association.

The city in which the headquarters building is to be erected has not yet been chosen. New York, Chicago, Washington, Cincinnati and Des Moines are most prominently mentioned. Dr. James H. Beal, of Urbana, Ill., is chairman of the headquarters building committee.

National Paper Box Manufacturers' Association

The National Association of Paper Box Manufacturers will hold its six annual convention May 27 to 29 at the New Ocean House, Swampscott, Mass., in connection with the meeting of the New England Division.

At the recent Detroit convention of the Western Division H. O. Alderman, of the Alderman-Fairchild Co., of Rochester, N. Y., president of the National Association, delivered an interesting address on association benefits and the necessity for working up undeveloped assets in factories and general business management.

J. H. Patterson, of the F. N. Burt Co., Ltd., Buffalo, N. Y., was elected vice-chairman of the division. He was on the advisory committee last year.

One of the souvenirs was a price conversion schedule and celluloid folding rule, the gift of the Hampden Glazed Paper & Card Co., of Holyoke, Mass.

"Irish Party" for the Chemical Salesmen

March 17 was on the program for an "Irish Party" for the members of the Chemical Salesmen's Association of the American Chemical Industry. The committee consisted of C. F. McKenna, Federal Phosphorus Co.; Frank L. McCartney, Monsanto Chemical Works; J. C. McKenna, of W. F. Georges Chemicals, Inc.; and Frank J. McDonough, of McKesson & Robbins. An enjoyable time was promised to the members. Shamrocks, but no creme de menthe.

The February 19 meeting of the association was held at the Builders' Club. After an enjoyable feast marked by the usual merriment, the speaker of the evening Alvin Husinger, president of the Standard Textile Products Co., was introduced and he discussed for about an hour on "Invisible Elements in Salesmanship."

Synthetic Organics to Honor Garvan

Francis P. Garvan will be the guest of honor at a dinner on April 26 at the Waldorf-Astoria, New York, to be given by the Synthetic Organic Chemical Manufacturers Association to commemorate the victory of the Chemical Foundation in the Government's suit to recover patents sold during the war by the Alien Property Custodian. Dr. Charles H. Herty, president of the association, will preside.

Philadelphia College of Pharmacy

On February 23, the officers, faculty, alumni and members of the Philadelphia College of Pharmacy and Science fittingly celebrated its 103rd anniversary. A two-act dramatic sketch entitled, "Pharmacy as Was and Is," was presented by the students. The dialogue was witty and sparkling.

(Continued on Page 46)



Flavoring Extract Section

OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our February chronicle Gordon M. Day, president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been extremely busy with the affairs of the Flavoring Extract Manufacturers' Association of the United States. Congress and the State legislatures are being watched carefully. Mr. Bond has advised the members to keep up the fight vigorously against the Cramton and Haugen bills in Congress. Both are unnecessary legislation and menacing to the industries. Members are advised not only to write their own protests, but to interest their salesmen and customers in writing protests to Senators and Congressmen.

SODA WATER FLAVORS MANUFACTURERS

W. S. Bickford, of New Orleans, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities in taking care of the interests of the association and its members during the last month. Secretary Hickey has collected information on various subjects, and has transmitted the same to the members.

Vanilla Bean Imports Drop in Size, Rise in Value

Import figures on vanilla beans up to January 1 have just been received from the Department of Commerce. It will be noticed that while the valuations increased considerably for the year 1923 the quantity brought into the country diminished by nearly 300,000 pounds. Following are the figures for four Decembers and for the last five years complete:

	December		Year Ended Dec. 31	
	Pounds	Value	Pounds	Value
1923	35,966	\$94,731	940,512	\$2,630,475
1922	96,347	148,272	1,234,542	2,433,504
1921	52,030	76,732	984,374	1,379,922
1920	72,615	120,110	1,239,711	2,406,335
1919	1,150,079	2,407,093

Steady Decline in Flavoring Extract Exports

Government statistics for the complete year 1923 on flavoring extracts and fruit juices are now available. As will be noticed there has been a heavy and steady falling off in the last five years:

	December		Year Ended Dec. 31	
	Pounds	Value	Pounds	Value
1923	95,980	\$33,585	2,041,506	\$678,189
1922	90,329	31,522	2,319,469	761,284
1921	46,246	848,017
1920	147,629	1,428,262
1919	1,341,656

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Maine Officials are Active

We have received recent Official Inspections issued by W. J. Morse, director of the Maine Agricultural Experiment Station at Orono, giving the results of the work of James M. Bartlett, chief chemist, and his associates in the last few months. Miscellaneous food analyses have been made and a number of valuable bulletins issued, but without direct bearing upon the interests of our readers.

Pennsylvania as a Food Law Pioneer

Pennsylvania passed its first food law in 1895. It was a pioneer among the States in the enactment and enforcement of pure food laws and has waged continuous warfare against adulterated and misbranded food products ever since 1900. "Twenty-five years ago," says James Foust, director of the Bureau of Foods of the Pennsylvania Department of Agriculture, "30 per cent of our staple groceries were either adulterated or misbranded or both. Today we can say that less than one per cent of the staples are in this unlawful class, largely because of the wise enactment and the rigid enforcement of constructive food legislation."

The highest receipts for any month of November in recent years and a greater number of prosecutions than in any other month in 1923 are reported by Director Foust for the month ended November 30. The receipts from licenses amounted to \$1,133.53 and from food fines, \$3,795, making a total of almost \$5,000. The receipts for the first eleven months of the year amount to \$426,432. Twenty-seven cases involved the sale of dried peaches or apricots containing sulphur dioxide, the presence of which was not indicated in the statement on the packages. There were six saccharin fines. No other complaints were filed against our industries.

Olive-Oil Production in Spain

Consul Frank Anderson Henry, Barcelona, reports that the total olive oil production for all Spain for the 1922-23 season was 289,114 metric tons. About 1880 Spain commenced to export olive oils and the trade has since manifested a generally increasing tendency. Seville and Malaga are by far the most important export centers in Spain. Total exports were 46,481 tons in 1922.

Declared exports of olive oil from Spain to the United States amounted to 4,753 metric tons, valued at \$1,819,581 in 1921 and in 1922 they increased to 6,877 metric tons, valued at \$2,735,082.

Experiments in the Extraction of Ginger

John R. Randolph and George M. Beringer describe in the *Journal of the American Pharmaceutical Association*, Vol. XIII, No. 1, page 27, experiments that were undertaken in the extraction of ginger primarily in behalf of pharmacopoeial revision. Sixteen tests were made.

THE SUITABILITY OF VARIOUS SOLVENTS FOR EXTRACTING VANILLA BEANS*—PART II¹

By J. B. WILSON and J. W. SALE,

Water and Beverage Laboratory, Bureau of Chemistry, Washington, D. C.

The quantity and solubility of the total extractive matter obtained by extracting Mexican, Bourbon and Tahiti vanilla beans, and Tonka beans with 65 and 95 per cent ethyl alcohol, alkaline 65 per cent ethyl alcohol, 91 per cent isopropyl alcohol, U. S. P. ether, U. S. P. acetone, and 99.5 per cent carbon tetrachloride, were reported in Part I of this article.¹ In continuing this investigation vanilla and tonka extracts prepared in various ways have been analyzed.

The 95 per cent ethyl alcohol, 91 per cent isopropyl alcohol, U. S. P. ether, U. S. P. acetone, and 99.5 per cent carbon tetrachloride were removed from the extractive matter by heating under diminished pressure, and the extractive matter was dissolved in 65 per cent ethyl alcohol.² The extracts obtained in this manner and those made directly (without removal of the solvents) with 65 per cent ethyl alcohol and alkaline 65 per cent ethyl alcohol were analyzed. In the course of the main investigation several methods of analysis have been compared.

Methods of Analysis

Vanillin, lead number, color insoluble in amyl alcohol (Marsh's reagent), and coumarin were determined according to the Methods of Analysis of the Association of Official Agricultural Chemists.³ The vanillin was determined also by the method of Folin and Denis⁴ and the lead number by the method of Wichmann.⁵ Specific gravity and alcohol (by volume) were determined by means of the pycnometer, the alcohol in the distillates from the Wichmann lead numbers.

In the determination of ash, a 25-cc. sample was used in place of 10 cc., as described in the official methods. The ash was digested on the steam bath for 15 minutes with 25 cc. of distilled water. The solution was then filtered and the residue washed thoroughly with hot water. The filter paper was then returned to the dish and the dish ignited in the muffle, cooled, and weighed. After the addition of a few drops of methyl red indicator the solution of water-soluble ash was titrated with 0.1N sulfuric acid. Alkalinity of water-insoluble ash was determined by adding 10 cc. 0.1N sulfuric acid to the insoluble ash, heating for a few minutes on the steam bath, cooling, and titrating back with 0.05N potassium hydroxide solution, using methyl red as indicator. The two solutions remaining from the titration of the water-soluble and the water-insoluble ash were united, made alkaline with ammonia, then acid with nitric acid, boiled and filtered. The phosphoric acid was determined volumetrically in the filtrate.

Two determinations of acidity were made, one after diluting 10 cc. of the extract with 180 cc. of 50 per cent alcohol by volume, and the other by diluting 10 cc. with 180 cc. of water. In each case the titration was made with 0.1N potassium hydroxide solution, using phenolphthalein as indicator. Blank determinations were made and subtracted from the results of the titration. The color of the extracts after precipitation with lead acetate was determined by means of the Lovibond tintometer.

Discussion of Data

The results obtained by these methods are given in Table I. Only a small proportion of the total extractive matter obtained with ether, acetone, and carbon tetrachloride is soluble

in 65 per cent ethyl alcohol, the solvent selected as a standard of comparison.² The data in Table I confirm the opinion that the extractive matter obtained with ether, acetone, and carbon tetrachloride, contains much less of the desired flavoring constituents—that is, vanillin and resins—than that obtained with the other solvents. The data in Table I show also that the extracts made with 65 per cent ethyl alcohol contain more vanillin, possess greater acidity from acid constituents other than vanillin, and have higher lead numbers, as determined by both the official and Wichmann methods, than the extracts made with 95 per cent ethyl alcohol, isopropyl alcohol, ether, acetone, or carbon tetrachloride. They have also the largest quantity of color, both red and yellow, the highest ash content, and the highest phosphate content.

When potassium carbonate is added to the 65 per cent ethyl alcohol, the vanillin content and acidity are lowered; the lead numbers, by both official and Wichmann methods, are increased; the color, especially the red, is increased; and the phosphate content is decreased. Tables I and II in Part I showed that when potassium carbonate was employed the total extractive matter and total extractive matter soluble in 65 per cent ethyl alcohol were somewhat higher. Dean and Schlotterbeck⁶ found that alkali (1) did not affect the vanillin content, (2) increased lead number values, (3) increased the color of the extracts, and (4) impaired the flavor of the extracts. They employed a menstruum of 50 per cent alcohol with an alkali content ranging from 0.04 to 0.4 per cent based on weight of extract, whereas in this laboratory 100 grams of finely divided beans were mixed with 6 grams of potassium carbonate and extracted three times with 200 cc. of 65 per cent alcohol, the final volume being 1 liter. A conclusion as to the advisability of employing alkali will be reserved until the flavor and aroma of the various extracts have been compared.

The vanilla extracts showing the largest quantity (8.3 per cent) of color insoluble in Marsh's reagent are those made from Mexican beans by extraction with 65 per cent alcohol and with alkaline 65 per cent alcohol. The specific gravities of extracts made by means of the same solvent from the several kinds of beans show only slight differences.

The Wichmann lead numbers are about one-third higher than those obtained by the official method in the case of all extracts made by direct extraction with 65 per cent alcohol and with alkaline 65 per cent alcohol, except that of Tahiti beans. When the beans are extracted with 95 per cent alcohol, the Wichmann lead numbers are about one-half higher; when the extraction is made with acetone they are about twice as high. Attention is called particularly to the low lead numbers with all extracts except those having a menstruum of 65 per cent alcohol and of alkaline 65 per cent alcohol. Apparently, the lead number represents water-soluble constituents rather than resins. This has not been emphasized heretofore so far as the writers are aware, although previous investigators have observed that slightly higher lead numbers were obtained when weak alcohol solutions were employed. Usually, however, all the menstrua that they used contained substantial percentages of water and the effect on the lead number was not so marked as in the case of the writers' experiments, in which five of the menstrua contained only a very small proportion of water.

The two methods for vanillin agree very well, the largest differences being 0.03 and 0.04 per cent in extracts from Mexican beans and Bourbon beans, respectively, which were made with ether. After the ether solution of vanillin had been washed with 2 per cent ammonia and evaporated, some residue, which was weighed and reported as coumarin, remained. This residue, which had no odor of coumarin and was slightly colored in most cases, was probably a resinous ma-

*Presented before the Division of Agricultural and Food Chemistry at the 66th meeting of the American Chemical Society, Milwaukee, Wis., and republished from *Industrial & Engineering Chemistry*, March, 1924, by the courtesy of the American Chemical Society.

¹ Part I was printed in this Journal August, 1923.

² *Industrial & Engineering Chemistry*, 15, 782, 1923.

³ Assoc. Official Agr. Chemists, Methods, 1919, p. 197.

⁴ *Industrial & Engineering Chemistry*, 14, 670, (1922); see also Leach, "Food Inspection and Analysis," 4th ed., p. 922.

⁵ *Industrial & Engineering Chemistry*, 13, 414 (1921).

⁶ *Industrial & Engineering Chemistry*, 8, 607 (1916).

TABLE I—ANALYSIS OF VANILLA AND TONEA EXTRACTS

SOLVENTS	Specific Gravity	Alcohol by Volume, %	VANILIN—		LEAD NUMBER	RESIDUAL COLOUR	RATIO RED TO YELLOW	EXTRACTS	LEAD FILTRATE	Insoluble in Color	Residual Amyl Alco- % (Vol.)	ACIDITY AFTER DILUTION WITH		Alcohol 100 Cc. to 1 N per 100 Cc.	Acidity Due to Vanillin (Calcd) 0.1 N per 100 Cc.	Acidity Due to Consist- ing (Other) 0.1 N per 100 Cc.	Total Cc. 100 Cc. to 1 N per 100 Cc.	Water-Sol- uble, Cc. 100 Cc. to 1 N per 100 Cc.	Water-In- soluble, Cc. 100 Cc. to 1 N per 100 Cc.	ALKALINITY OF ASH	PO ₄ M ₂ Cc. 100 Cc. to 1 N per 100 Cc.	
			A. O. A. C. %	Method, %								Water Cc. 100 Cc. to 1 N per 100 Cc.	Total Cc. 100 Cc. to 1 N per 100 Cc.									
Ethyl alcohol, 95% ^a	0.9052	50	0.16	0.14	0.01	0.122	0.176	0.8	3.4	4.8	4.2	1.7	25	24	10	15	0.091	0.079	0.012	3.8	0.4	1.0
Ethyl alcohol, 91% ^a	0.9051	50	0.15	0.14	0.01	0.075	0.176	0.8	2.6	7.0	3.2	1.7	28	24	10	15	0.061	0.052	0.009	3.6	0.8	3.0
Ether, U. S. P. ^a	0.9014	49.3	0.14	0.12	0.02	0.075	0.176	0.8	2.6	8.8	3.2	1.7	28	24	10	15	0.018	0.016	0.002	0.2	0.2	0.6
Acetone, U. S. P. ^a	0.9034	49.3	0.14	0.12	0.02	0.037	0.123	0.2	0.6	8.8	3.2	1.7	28	24	10	15	0.04	0.016	0.002	0.2	0.2	0.6
Carbon tetrachloride, 99.5% ^a	0.9009	52.3	0.08	0.08	0.01	0.037	0.123	0.2	0.6	8.8	3.2	1.7	28	24	10	15	0.04	0.016	0.002	0.2	0.2	0.6
Ethyl alcohol, 65% ^a	0.9159	47.4	0.18	0.17	0.01	0.653	0.859	1.4	6.2	3.6	4.4	8.3	42	39	12	30	0.360	0.310	0.050	33.7	0.2	28.2
Alkaline 65% ethyl alcohol	0.9132	49.0	0.09	0.11	0.01	0.780	1.052	1.2	8.0	2.2	0.7	8.3	49	3	6	30	0.492	0.636	0.056	24.7	12.0	2.4
Ethyl alcohol, 95% ^a	0.9059	50.7	0.23	0.22	0.02	0.176	0.290	1.4	4.0	4.2	2.8	3.4	32	28	15	17	0.060	0.069	0.011	5.2	3.4	1.8
Ethyl alcohol, 91% ^a	0.9086	48.6	0.19	0.22	0.01	0.126	0.127	1.4	4.2	5.0	3.0	3.4	28	25	13	16	0.056	0.048	0.008	4.1	2.5	1.6
Ether, U. S. P. ^a	0.9048	49.8	0.22	0.20	0.02	0.104	0.194	1.4	4.4	10.6	2.7	None	28	38	14	12	0.009	0.003	0.006	0.4	0.2	0.5
Acetone, U. S. P. ^a	0.9040	49.8	0.22	0.20	0.02	0.104	0.194	1.4	4.4	10.6	2.7	None	28	38	14	12	0.009	0.003	0.006	0.4	0.2	0.5
Carbon tetrachloride, 99.5% ^a	0.9048	47.4	0.14	0.15	0.01	0.033	0.055	0.2	0.2	5.0	1.0	None	12	10	9	23	0.04	0.016	0.004	0.2	0.2	0.1
Ethyl alcohol, 65% ^a	0.9198	46.8	0.24	0.23	0.02	0.508	0.698	10.0	5.0	5.0	0.5	6.9	41	36	16	25	0.250	0.199	0.051	20.4	16.0	4.0
Alkaline 65% ethyl alcohol	0.9169	47.1	0.11	0.12	0.02	0.589	0.723	10.0	9.0	2.8	0.9	7.4	44	7	7	23	0.484	0.439	0.045	69.2	58.8	10.4
Ethyl alcohol, 95% ^a	0.9047	51.3	0.13	0.14	0.02	0.209	0.318	1.0	4.0	6.4	4.0	0.4	26	25	9	17	0.093	0.083	0.010	9.5	6.5	3.0
Isopropyl alcohol, 91% ^a	0.9085	48.6	0.14	0.12	0.04	0.187	0.253	1.0	3.4	4.0	3.4	1.7	25	22	9	13	0.075	0.062	0.013	7.2	5.0	2.2
Ether, U. S. P. ^a	0.9047	49.3	0.12	0.11	0.03	0.013	0.092	0.2	0.4	8.0	2.0	None	15	14	9	14	0.004	0.002	0.002	0.4	0.2	0.5
Acetone, U. S. P. ^a	0.9041	49.3	0.12	0.11	0.03	0.013	0.092	0.2	0.4	8.0	2.0	None	15	14	9	14	0.004	0.002	0.002	0.4	0.2	0.5
Carbon tetrachloride, 99.5% ^a	0.9017	50.7	0.09	0.07	0.03	0.001	0.298	None	None	3.2	4.5	None	23	23	6	14	0.045	0.032	0.005	0.2	0.2	0.1
Ethyl alcohol, 65% ^a	0.9182	42.8	0.15	0.14	0.03	0.633	0.701	1.0	4.2	3.7	4.2	3.7	33	30	10	23	0.345	0.196	0.048	18.1	14.0	4.5
Alkaline 65% ethyl alcohol	0.9203	47.3	0.13	0.12	0.06	0.766	0.832	8.6	4.8	1.8	0.6	7.4	33	30	9	23	0.695	0.650	0.045	90.7	82.3	8.4
Ethyl alcohol, 95% ^a	0.9010	51.1	0.02	..	0.21	0.000	0.028	0.2	0.6	None	6	6	0.013	0.007	0.006	0.8	0.8	0.0
Isopropyl alcohol, 91% ^a	0.9047	50.4	0.04	..	0.22	0.003	0.031	0.2	0.8	2.0	4.0	None	4	4	0.011	0.004	0.007	0.8	0.8	0.0
Ether, U. S. P. ^a	0.9024	50.2	0.08	..	0.23	0.019	0.042	None	None	None	2	3	0.004	0.004	0.004	0.2	0.2	0.1
Acetone, U. S. P. ^a	0.9024	50.2	0.08	..	0.23	0.019	0.042	None	None	None	2	3	0.004	0.004	0.004	0.2	0.2	0.1
Carbon tetrachloride, 99.5% ^a	0.9017	50.7	0.07	..	0.22	0.008	0.103	None	None	None	1	1	0.004	0.004	0.004	0.2	0.2	0.0
Ethyl alcohol, 65% ^a	0.9118	61.4	0.10	..	0.23	0.131	0.183	0.8	2.4	3.3	3.0	17.2	10	1	0.137	0.114	0.023	12.8	11.4	1.4
Alkaline 65% ethyl alcohol	0.9141	61.3	0.09	..	0.22	0.578	0.388	0.4	2.6	2.5	6.5	10.0	2	None	0.480	0.459	0.021	64.4	59.6	4.8

^a Beams were extracted with the solvents as listed, the solvents were evaporated off, and the extractive matter was dissolved in 65 per cent ethyl alcohol.

terial. The largest quantities were found in Tahiti bean extracts. Of the residues obtained in the analyses of the Tonka extracts, reported under the heading "vanillin," the highest (0.10 per cent) was found in the extract made with 65 per cent alcohol. These residues likewise had no odor of vanillin and gave no test with ferric chloride.

The extractive matter soluble in 65 per cent alcohol, reported in Table II, Part I, was determined by evaporating a measured quantity of the extract in a vacuum oven after mixing with sand. It was thought that less vanillin would be lost by this procedure than by the official method for the determination of total solids in vanilla extract. However, when 10 cc. of a standard vanillin solution containing 20 mg. of vanillin dissolved in 65 per cent alcohol (by volume) were evaporated in the vacuum oven under the same conditions, a residue of only 1.2 mg. remained, showing that nearly all the vanillin had been volatilized.

An experiment was conducted to determine whether losses of vanillin occurred when the several solvents were removed under diminished pressure. Quantities of vanillin were dissolved in 95 per cent ethyl alcohol, 91 per cent isopropyl alcohol, U. S. P. ether, U. S. P. acetone, 99.5 per cent carbon tetrachloride, and 95 per cent ethyl alcohol containing vanilla resins. In the case of each of these solutions 100 cc. were measured into double-necked distilling flasks and the solvents were removed at $70 \pm$ mm. pressure. When dry, the vanillin remaining in the flasks was dissolved in 95 per cent alcohol and diluted to 100 cc. (Solutions *a*, *b*, *c*, *d*, *e*, *f*). Fifty cubic centimeters of the solution of vanillin in carbon tetrachloride and of the solution of vanillin in ether were allowed to evaporate spontaneously to dryness, and the residue was dissolved in 95 per cent alcohol and diluted to 50 cc. (Solutions *g* and *h*).

The original solutions of vanillin in those solvents that are miscible with water (ethyl alcohol, isopropyl alcohol, acetone, and the ethyl alcohol containing vanilla resins) and Solutions *a*, *b*, *c*, *d*, *e*, *f*, *g*, and *h* were treated as follows:

Five cubic centimeters of solution were added to several hundred cubic centimeters of distilled water in a volumetric flask of 500 cc. capacity. Enough distilled water to make 500 cc. was added and the solution was thoroughly mixed. Five cubic centimeters of each solution were then withdrawn into a 50-cc. volumetric flask, 5 cc. of sodium tungstate-phosphomolybdate reagent were added, and after 10 minutes the volume was made up to 50 cc. with a saturated solution of sodium carbonate. After the precipitate had been allowed to settle for half an hour, the solutions were filtered through dry filters.

A comparison between the original solutions and those from which the solvent had been removed under diminished pressure was made in a Dubosq colorimeter. The percentages of vanillin recovered were as follows: from 95 per cent ethyl alcohol, 99.9 (duplicate 98.2); from 91 per cent isopropyl alcohol, 98; from U. S. P. ether, 99; from U. S. P. acetone, 98.3; from 99.5 per cent carbon tetrachloride, 95.6; and from the alcohol containing vanilla resins, 98.5 (duplicate, 98.5).

Since these recoveries are practically complete except in the case of carbon tetrachloride, it is probable that the differences in the vanillin content of the various extracts are due to the action of the solvent in question rather than to any loss sustained in its removal. When making up the solutions the weighed amount (3 grams) of vanillin was dissolved in about 160 cc. of the solvent. The entire amount dissolved except in the case of carbon tetrachloride. The undissolved portion was filtered off before measuring out the quantity used in the experiment, after which 50 cc. of the solution were allowed to evaporate spontaneously, final drying being accomplished by leaving the vanillin in

(Continued on Next Page)

TRADE NAMES, MARKS AND BUSINESS LAWSUITS

Interesting Decisions of Patent Commissioner on Similar Words;
Important Tariff Appeal Decided; Patent Paper Cup Case is Ended

"MAPLE GROVE" FOR MAPLE PRODUCTS

The Commissioner of Patents has held that the words "Maple Grove" are registerable for maple cream, maple syrup, maple sugar, sauce for ice cream and maple honey, notwithstanding the prior registration of a picture of a maple tree for chocolate confectionery, but that the words cannot be registered for maple sugar in cakes. This decision is based upon the opinion that the first named products do not possess descriptive properties similar to chocolate confectionery but that maple sugar in cakes does possess that similarity, and the Commissioner further suggests that the user of the words "Maple Grove" confines itself to maple sugar in bulk as opposed to maple sugar in cakes.

This decision is an example of the fine line of demarcation frequently observable to the Patent Office only and emphasizes the uncertainty of Patent Office trademark decisions.

Vapo-Fume vs. Vaporub

It has lately been held that the word "Vapo-Fume" is too close to the registered name "Vaporub" to justify registration.

Checker

A trademark application for the word "Checker" for toilet preparations has been refused registration upon the recorded articles of incorporation of The Checker Taxi Co.

This is an example of the ridiculous results of this procedure in the Patent Office.

Pyrodento vs. Pyorrvent

The registration of the word "Pyorrvent" for tooth powder or liquid has been refused because of the prior use of the word "Pyrodento" on tooth paste. Similarity of the marks and the goods upon which they are employed being the basis of the decision.

Pyrol

"Pyrol" for liquid antiseptic has been refused registration in view of the prior use of the word "Pyxol" for disinfectants and insecticides and because of the prior use of the word "Pyoral" for antiseptics.

Confusing Logotypes

The Patent Office has refused registration to the words "Klean" and "Kleen" placed one above the other with a common initial letter "K" in view of the use of the words "Kitchen" and "Klenzer" similarly arranged, the two trademarks being employed on the same class of goods.

Argentina's New Trade-Mark Regulations

A new law requiring products manufactured in Argentina to be marked to that effect, and imported products to be marked with an indication of the country of origin, will become effective on November 10, 1924. This law also contains provisions affecting national trade-marks. Its general purpose appears to be to prevent Argentine products from being passed as foreign products and vice versa. In order to clear up any doubt as to the application of article 5 of this law, a decree provides that the provisions will only be applied to trade-marks registered after the date of enforcement of the law and to cases of re-registration of trademarks previously registered.

D'ORSAY LOSES TARIFF DECISION APPEAL

The United States Court of Customs Appeals, in a decision handed down recently, upheld the judgment of the Board of General Appraisers in the case of Parfums d'Orsay, Inc., vs. the United States. In this case, the importer entered on December 1, 1920, at the New York Customs House, certain perfumes made in Paris. The final appraised value, which was ascertained on June 22, 1922, exceeded the entered values sufficiently to require a levying of additional duties. Petition for remission of additional duties under section 489 of the tariff act of 1922 was filed with the Board of General Appraisers. The board denied the application of the petitioner and dismissed the petition.

The question involved was whether the Board of General Appraisers had jurisdiction under section 489 of the tariff act of 1922, when the merchandise was imported and entered and finally appraised under the tariff act of 1913.

Vortex Wins Patent Paper Cup Suit

The patent suit of the Vortex Mfg. Co., Chicago, vs. the F. N. Burt Co., Ltd., Buffalo, has just been decided in favor of the former by Federal Judge Hazel at Buffalo. Infringement was alleged of the Vortex reissued patent No. 15,381, covering the blanks used in making the Vortex paper cups. In its defense the Burt company sought to establish four points in justification of the resemblance of its cone cups to the Vortex cups, while the Vortex people set up seven claims, which were sustained. Judge Hazel said: "In my opinion the structure manufactured by the defendant is an infringement. Decree for plaintiff with costs."

Must Re-register Trade Marks in Japan

The Japanese Patent Office having been destroyed in the earthquake of September 1 it is necessary for patentees and trade mark owners to re-register to protect their rights. *Printers' Ink* has obtained the following English version of the order from the Japanese Commercial Attaché, which will affect many American firms:

"Any persons living in foreign countries who wish to restore their registrations must present a copy of the document made with the first application for the patent, trademark, design or utility model on or before the end of October, 1924. The application should be presented through an agent who is a resident of Japan. No official fee is to be required for the re-recording of the registration.

SOLVENTS FOR VANILLA BEANS—PART II

(Continued from Preceding Page)

a sulfuric acid desiccator for 72 hours. The residue remaining (0.780 gram) showed a solubility of 1.56 grams of vanillin in 100 cc. of carbon tetrachloride. This low solubility probably accounts for the small quantity of vanillin in extracts made with carbon tetrachloride as solvent.

The investigation is being continued to determine the relative values of the extracts from the standpoint of aroma and flavor, and also to determine whether or not a substantial advantage can be obtained by a preliminary extraction of the beans with carbon tetrachloride, followed by a second extraction with dilute ethyl alcohol. The data so far obtained indicate that this procedure will result in the production of a high-grade extract by the use of a smaller quantity of ethyl alcohol than is ordinarily employed.



A. Alexander, formerly engaged as consulting chemist with offices at 1123 Broadway, New York City, has joined Carlova, Inc., where he is chemist in charge of the laboratories at Binghamton, N. Y.

Mr. Alexander took his doctor's degree in chemistry at Columbia University about 15 years ago and since that time has been engaged almost exclusively in the toilet and perfume preparations fields as consulting chemist.

William A. Poucher, Ph. C., author of the popular book on "Perfumes and Cosmetics," begins in this issue a series of comprehensive articles on raw perfume materials which are certain to attract much favorable attention. Interest on this side of the Atlantic has been aroused so much in Mr. Poucher that we are introducing him as personally as we can to his American audiences. In 1907 he began a four years' apprenticeship with a manufacturing chemist in Lincolnshire, England. Afterwards he studied at the Bath College of Pharmacy and King's College, University of London, graduating in 1913 with the Ph. C. degree and winning a medal in the competitive terminal examinations. He then joined the staff of Allen & Hanburys, Ltd., London, but when the war started in 1914 he received a commission in the R. A. M. C., went to France and engaged principally in the supply and distribution of medical stores.



WM. A. POUCHER, PH. C.

Mr. Poucher was promoted to captain in 1918, but a year later returned to civil life as works manager of the United Chemists' Association, Ltd., a rapidly growing concern, which gave him a free hand to organize and equip its plant for much larger production, especially of perfumery and toilet preparations. After five years Mr. Poucher resigned this position to form a company in London for the production of toilet soaps and perfumery, at the same time opening a consulting practice in Victoria street, S. W. 1.

Literary work early attracted Mr. Poucher, who has made numerous contributions to the scientific press upon a variety of subjects, including "Ancient and Modern Cosmetics and Their Uses," "New Perfumery Raw Materials," and similar themes. He realized many years ago the great dearth of literature relative to the practical application of Synthetics in perfumery. His book on "Perfumes and Cosmetics" was written with a view to filling a gap.

Marcus L. Barrett, of Chicago, president of M. L. Barrett & Co., dean of the allied perfumery, soap and extract industries in the Middle West and more than nationally identified with vanilla, died March 4 at St. Petersburg, Florida, whither he had gone for his health and to escape the rigors of Winter. He never fully recovered from an operation two years ago.

Mr. Barrett was born in Loop, Penn., March 28, 1844, and in 1857 went with his parents to Illinois, settling in Assumption. In 1863 he moved to Chicago, engaging in various enterprises. It was in 1873 that he undertook work as a broker in Chicago and for fifteen or twenty years was closely identified with a New York house having to do with essential oils. Later, in connection with other lines, he continued the sale of essential oils, etc. Handling vanilla beans became an important item of his work and so continued. His first sale was for the now extinct firm of Taft & Tyler and for years he also represented P. Harmony's Nephews, also now long out of existence. Following that he dealt in the beans on his own account.

When in a reminiscent mood Mr. Barrett recalled the days when Bourbon vanilla was practically unknown; when Tahitis were practically of no value; when to offer a split Mexican was to subject one's self to very grave suspicion of having split the pods and extracted the "seeds," as buyers called them; when a few cases arriving in New York attracted considerable attention. He has sold it at prices, as to quality and length, at from \$3.50 to \$32 a pound. Then there was the time when vanillin was nearly as yellow as yellow ochre, and was sold in quarter-ounce packages, for which he paid \$28 per ounce.

In chats with his friends he sometimes told about his experiences before, during and after the big fire of 1871. It was Mr. Barrett's claim, modestly and conservatively put forward, that he was the oldest seller of vanilla whose name was above his door anywhere in the United States.

Mr. Barrett's high standard of business ethics made itself felt in the trade and his business grew in size and importance, the original brokerage feature gradually giving way to the direct importation and manufacture of many of the lines handled. At the present time his company's activities extend to all parts of the world.

Mr. Barrett was one of the grand old men of the industry, beloved alike by his employees, customers and com-



THE LATE M. L. BARRETT

petitors. Of sturdy Scotch-Irish ancestry and one of a family of thirteen children, he was brought up in the stern school of experience that moulded the destinies of so many of the foundation blocks of the big businesses of the present.

Surviving him are his brother, J. B. Barrett, associated with him in business, and his sister, Mrs. H. T. Pitzer, of Assumption. Mr. Barrett never married.

The burial was at Assumption and services were held at Mrs. Pitzer's home. There were many floral offerings and numerous friends from Chicago and other cities attended, including members of the Chicago Perfumery, Soap and Extract Association, in which Mr. Barrett took an active interest.

For those unable to attend the interment at Assumption a special memorial service was held Sunday, March 9, in South Congregational Church, Chicago, which was largely attended. Appropriate addresses were delivered by the pastor and others.

The Meht & Daniel Corp. has been established at 100 Hudson street, New York City, to deal in essential oils and synthetics. The president and vice-president of the New York corporation are members of the firm of Meht & Daniel, Hamburg, Germany. H. E. Daniel, president of the American corporation is in charge of the New York office. The company's telephone connection is Walker 6779.

Reich-Ash Corp., New York City, suffered considerable damage by water and smoke, as a result of fire in the store underneath their building at 59-61 Reade street, recently. Within 24 hours the manufacturing department had been transferred to a building across the street and over 85 of their employees were at work in the temporary location making compacts and cosmetics. The company has acquired an additional building at 71 Chambers street, directly in the rear of its present Reade street plant, and expects to occupy it within a few weeks. The additional space will double its manufacturing capacity, and when it is occupied an announcement will be made of a number of new specialties which the company is planning to offer to the trade.

"Wrong number" is not unusual. Scientific Specialties Co. has just had an experience. Moving into its new and larger quarters at 30 Irving place, corner of East 16th street, New York City, the "wrong number" got in its work. The correct telephone connection is Lexington 8494, easy to remember, but better listed by those interested in place of the wrong number previously given.

In our February issue (page 642) we told about the new \$5,000,000 consolidation of the Owl and Sun Drug Companies. Additionally C. A. Henry, president of the Owl Drug Co., advises us that except for changes in name, color and arrangement, Sun stores will be operated as Owl drug stores. He explains that the merger will reduce costs and benefit the consumers. The Owl system besides being an extensive institution on the Pacific Coast has a branch at 230 West 17th street, New York.

Ungerer & Co., of New York City, have an interesting announcement regarding Manila Oil Ylang-Ylang, Siegert, on advertising page 71 of this issue.

Edward V. Killeen, vice president of George Lueders & Co., essential oils, New York City, is home from a Winter vacation spent with members of his family at Ormond Beach, Florida. Mr. Killeen reports excellent weather and some enjoyable golf, "the game, not the scores."

Dr. Theodore C. Wheaton, president of the T. C. Wheaton Co., of Millville, N. J., has returned home from his month's cruise on vacation through the Caribbean Sea on the liner *Megantic*. Dr. Wheaton had a most pleasant voyage and naturally enjoyed the trip. A feature was the publication of *Unofficial Cruise News*, printed aboard ship and edited by one of the tourists, a modest member of the New York Press Club. Writing "All at Sea," the editor treated New York, Wall Street, Prohibition and Times Square almost flippantly, but with an undercurrent of jest and humor. Advice was given to strangers desiring a "drink" in New York City, but it would not help Izzy or Moe more than what they know now about the wetness of the metropolis.

Dr. Alex. Schwarzman, research chemist for Spencer Kellogg & Sons, Inc., Buffalo, has gone to San Francisco to sail for an extended trip through the Orient. He will investigate conditions in China and the Philippines.

Dr. R. S. Swinton, of W. J. Bush & Co., Inc., New York, who is in charge of the plant at Linden, N. J., is at Pinehurst, N. C., on his annual winter golfing vacation with two personal friends from Linden. He is a golf enthusiast, and announced before his departure that he would play eighteen holes every morning and afternoon. We understand that he has made some unusual scores.

Harry H. Larkin of Larkin Co., Buffalo, N. Y., who sailed for France January 26, returned on the *Olympic* February 27.

On the same boat with Mr. Larkin was Mr. G. A. Pfeiffer, head of Richard Hudnut, New York, who had been looking after the firm's interests in France and England. In the latter country while their well established agency is in the hands of Fassett & Johnson, 86 Clerkenwall Road, London, there is a special Hudnut sales force and a two days' conference was held with Mr. Pfeiffer planning for the year's business. It was, we understand, a typical American style of conference and quite well received by the English travelers.

The interesting adaptation of the Beautébox shown in colors on the front cover for a bath talcum container, is the subject of an interesting announcement by the American Can Co., New York City on advertising page 9.

The Rossville Co., Lawrenceburg, Ind., concludes the present interesting series of inserts which it has been running during the last year illustrating in colors striking incidents in the history of the United States, with a beautiful and fitting picture, "The Country at Peace." The insert appears between advertising pages 52 and 53.

Monsanto Chemical Works is installing two new Edgemoore boilers, with total rated capacity of 1,200 H. P., to care for the additional steam requirements of its plant at St. Louis.

Antoine Chiris Co., of New York, has announced the sale of the American manufacturing works of the company at Delawanna, New Jersey, to Burton T. Bush, Inc., and the resignation of Mr. Bush as president.

The object of the new arrangement is to enable the Chiris company to devote its efforts more completely to the natural products made from flowers, and especially essential oils, which has been its chief object from the time of its origin.

Following Mr. Bush's resignation as president these officers were elected by the Antoine Chiris Co.: Chairman of the Board, Georges Chiris; president and treasurer, P. S. Cunisset; vice-president and secretary, Charles A. Swan. Mr. Swan assumed the management on March 1, having returned home from France on the *Olympic* Feb. 27.

Mr. Swan celebrated his twenty-fifth anniversary with the company on October 25, 1923, when a fine gold watch and chain were presented to him at an informal gathering of the staff. The factory employees gave him a diamond and sapphire stickpin. Mr. Swan started with the company October 25, 1898, when he left school. The Chiris establishment then was at 224 Pearl street and Mr. Swan began his business career as an office boy. He worked his way through successive stages as stock clerk, etc., utilizing his spare time for study and self-advancement, so that when the time came for the company to establish a laboratory for testing essential oils, he undertook the job and now has the reputation for having started the first laboratory of its kind for an essential oil house in the United States. Prior to the new deal Mr. Swan was in charge of all manufacturing operations of the company, dividing his time between the plant at Delawanna, N. J., and the main offices in Waverly Place, New York City. He long has been a director of the company and has taken an active interest in all of its affairs. Mr. Swan is unmarried and lives at Newark, N. J.



CHARLES A. SWAN

H. O. Alderman, of the Alderman-Fairchild Co., Rochester, N. Y., spent a considerable part of the last month in New York City, making his headquarters in the firm's selling office in the Fifth Avenue Building, at 23rd street. Mr. Alderman was much interested in the Toy Fair at the Imperial Hotel, for the Alderman-Fairchild firm now has a toy department. It is conducted separately from the main and long established container and designing department with which our readers are familiar. It is classified as "Toy Department, Alderman-Fairchild Co." The exhibit at the Toy Fair attracted much favorable attention, in line with comments on other products of the company, with which the trade is familiar.

Immortelle Laboratories, Inc., have been incorporated to manufacture a line of cosmetics. The officers are: Louis Kronish, president; Aaron Schneider, vice-president and secretary, and Jacob Ritter, treasurer.

Burton T. Bush, Inc., of Delawanna, New Jersey, and New York City, incorporated under the laws of Delaware, with an authorized capital stock of \$500,000, has taken over the operation of the synthetic aromatic chemical factories of the Antoine Chiris Co., at Delawanna, with offices at 45 John street, New York City. Mr. Bush, for sixteen years president of the American Chiris company, purchased the Delawanna works recently and the new corporation, of which he is president and treasurer, was formed to carry out the deal. Dr. Martin Szamatolski, is vice-president and chief chemist, and Arthur W. Mudge, Jr., is secretary.

Mr. Bush, who needs no introduction to our readers, had this to say in discussing the progress of the synthetic aromatics industry in this country and his own plans:

"The purchasing of the American manufacturing facilities of Antoine Chiris Co. represents a decision taken after ten years of the closest association with the difficulties and successes experienced during the building of a synthetic aromatic industry in the United States.

"The progress made in synthetic chemistry in the United States since 1917 is an encouraging feature of our industrial life, and is now recognized by Europe as well. It has been indeed interesting to follow this, although difficult to always keep abreast of it, for unless one is familiar with the difficulties attending the production of our particular line, he cannot appreciate the obstacles that are constantly coming up.

"Of the most helpful assistance to the production of these products in America is the manufacturing perfumer's support and this has given the chemist something to work for.

"It is also gratifying to know that progress has not alone been made in synthetic chemistry in the United States, and that perfumers through their trade associations are constantly studying the possibility of utilizing American soil for the cultivation of perfume plants. This enthusiasm should be supported by even more faith, for it can be done. It is only a matter of eventual organization.

"To my mind the progress will continue because it is in America and supported admirably by our universities, and by American ingenuity which does not tire.

"America is the largest consuming market for perfumed products in the world, and there is no reason but to expect a continued increase in this demand.

"Our new company will continue to manufacture the same products that were made by the Antoine Chiris Co. at Delawanna, and we hope soon to announce the production of other products which have not heretofore been made here.

"I appreciate the friendly support given this factory by American consumers in the past. I am none the less appreciative of the untiring efforts of my colleagues at Delawanna who will remain with the firm, and I thank the firm of Antoine Chiris with whom I have been associated for so long a time, for their confidence, and wish them success in the continuance of their business in America and elsewhere."



BURTON T. BUSH

William B. Pitts, of Whiting-Patterson Co., Inc., New York City, returned on the *Aquitania*, March 11, from a business trip to France, England and Italy, where he visited soap, toilet preparations, perfumery and other houses, and also spent some time in Grasse, where he visited several of the raw material firms there.

In France he found practically no unemployment and described the recent fall in the franc largely to political conditions. In contrast to this, in England he found much unemployment, but prices were generally higher than two years ago, and business was steady but quiet. In Italy, prices are higher than in France, and there is a feeling that the top has not yet been reached.

While abroad, Mr. Pitts made some new connections for his company, and he expects to announce in the near future some new paper specialties manufactured exclusively for perfumers.

Princess Pat, Ltd., Chicago, Ill., announces that George V. O'Grady is now eastern sales manager for the company, with offices in Suite 1604, Centurian Building, 1182 Broadway, New York City. Mr. O'Grady is well known to the toilet goods trade, and a host of friends will wish him success in his new appointment.

Sentimental patriotic interest was aroused here this month by the announcement of the successful launching of the French liner *de Grasse*, which took the water recently at Birkenhead, England. She will make her maiden voyage from Havre to New York in August. The new vessel is of 17,000 tons and will carry 2,174 passengers. She is named for Count de Grasse, the famous Admiral, who served America so well in the Revolutionary War, and whose name also is borne by the city of Grasse, in France.

Executives and district sales managers of the American Can Co. held conferences and inspected Chicago district plants of the company recently. A banquet at the Congress Hotel, Chicago, followed. Among those in attendance were the president, H. W. Phelps, G. E. Gaddis, D. W. Figgis, H. Craver, W. E. Taylor, and G. A. Fisher of the New York offices of the company.

Passaic Metal Ware Co., Passaic, N. J., calls attention in its announcement on advertising page 7 to its new pedestal type of cosmetic container using two tops and one bottom.

Refillable Puff & Novelty Co., New Haven, Conn., has purchased the equipment, trade-marks, patents, etc., of the L. R. Rose Beauty Products Corp., formerly manufacturers of powder puffs and other novelties.

Arbor Laboratories, Inc., is the name of a new company which has been organized to manufacture a line of rouge and powder compacts, lipsticks, cosmetics and toilet preparations under private brands. Offices and laboratories are located at 93 Greene street, New York City, and an entire floor is occupied by the company. Walter L. Weidemann is in charge of sales, and Frederick Dawson is chemist.

Fletcher H. Long, of McCormick & Co., flavoring extracts, spices, etc., Baltimore, was a recent visitor to the American Chamber of Commerce in Paris, France.

Mrs. Lillian S. Thomas, president of Harriet Hubbard Ayer, Inc., New York, arrived home on the *Paris* March 8 from a two months' trip to France. While abroad she gave personal supervision to establishing the French branch of the firm, which is located in Boulevard Haussmann, Paris. The offices have been fitted up beautifully with Circassian walnut and decorations to correspond, the *ensemble* reflecting the artistic taste of the head of this extremely successful toilet goods institution.

Miss Vivian Krause, daughter of Mr. and Mrs. Richard M. Krause, sailed February 20 on the *Rochambeau* for the continent, where she will continue her art studies in Paris and probably also in Italy. Miss Krause expects to remain abroad until about August 1, completing required work of the New York School of Fine and Applied Arts from which she expects to be graduated this summer. Miss Krause has market talent as an artist, and a host of friends bespeak for her an enviable career.

Mr. and Mrs. W. W. Baldwin, of Chicago, Ill., were recent visitors to New York and attended the Second International Perfumery and Toilet Articles Exposition. Mr. Baldwin is president of the Baldwin Perfumery Co.

Dr. Irving Lipp, president of the Perfex Products Corp., Newark, N. J., is the proud father of twin daughters born March 4. The new arrivals are Miss Harriet and Miss Marilyn Lipp. Latest reports are that they and Mrs. Lipp are doing very well.

Oscar B. Spiehler, secretary and treasurer of Adolph Spiehler, Inc., perfumes, Rochester, N. Y., is receiving congratulations from his numerous friends on the arrival of a daughter on March 4.

Mr. and Mrs. Charles Fishbeck, of this city announce the birth of Robert Malcolm Fishbeck on March 13. The bright little chap weighs nine and one-half pounds. The happy father is secretary of Ungerer & Co.

Miss Evelyn Lenora Lingott arrived safely and happily on February 13 at the home of Mr. and Mrs. Richard H. Lingott. Mr. Lingott is associated with the Chicago office of the Antoine Chiris Co., of New York.

Etienne Descollonges, partner in the firm of Descollonges Freres, Lyon, France, manufacturers of synthetic perfume materials, arrived on the *Paris* March 8 and will be here about one month. He is making his headquarters with the American agents of the firm, Benj. French, Inc., 160 Fifth Avenue, New York, and is visiting the trade in company with Charles D. Edwards, president of Benj. French, Inc.

Contracts have been formally signed for the series of races in which Epinard, the French 3-year old champion owned by Pierre Wertheimer, will compete in America in September and October, according to an announcement by B. M. Douglas, of Bourjois & Co., Inc., New York, which house is a branch of Mr. Wertheimer's Paris firm. The contracts confirm the arrangements announced in our January issue regarding these big turf futures.

How much of a factor for success may a woman be in business? Leon L. Beckwith, head of the Bonheur Co., Syracuse, N. Y., answers "100 per cent" and supports his opinion with convincing facts and figures. He cites as an example the experience of Mrs. Leon L. Beckwith, secretary and treasurer of the company, who has had charge of the packaging and inspection department for quite a period, in fact most of the time since Bonheur toilet waters and perfumes were launched on the market fifteen years ago.

Does success depend on the quality of the package? This is not so easy to answer, but all of the credit for the Bonheur package is given to Mrs. Beckwith. She has worked assiduously in "dressing the package" and with feminine intuition has experimented in matching and comparing colors, studying sketches and drawings for labels, deciding on bottle shapes and endeavoring otherwise to solve the problem of presenting a harmonious and attractive container, just as modiste might plan the gowns for a famous actress. Moreover she has not rested content on first achievements and is ever cogitating the packaging problem from the viewpoint of good taste, optical appeal and consumer convenience. The standards set are carried out in the distribution department with fidelity and loyalty.



MRS. LEON L. BECKWITH

The Bonheur company has grown rapidly and steadily under the guidance of Mr. and Mrs. Beckwith and now occupies a building erected especially as a home for the long and popular line of Bonheur toilet and perfume products. The architectural design of the building attracts general attention and everything is in accord with its artistic appearance. The offices are elaborate in construction and the furnishings include soft velvety rugs covering the floor, mahogany furniture, easy chairs and a cheerful fireside which reflects the genial spirit of the members of the firm. The laboratories are of the most modern mode in methods and equipment, a feature being the gravity system, starting with ten huge 300-gallon tanks on the top floor.

Few salesmen are employed on the road, but the distribution of Bonheur perfumes, hair tonics, face lotions and toilet waters is world wide. Stocks are carried not only in Chicago, San Francisco and New York, but in Hawaii, the Philippines, Panama Canal Zone, Porto Rico and other far away points.

Morana, Inc., New York City, in their interesting insert between advertising pages 16 and 17, point out the influence of large scale production upon quality and cost. In addition to this discussion, there is much useful technical data on various products offered by the company.

John T. Milliken & Co., St. Louis, has elected the following officers for 1924: President, John D. Gillis; vice-president, Louis R. Milliken; secretary, J. A. McCarthy; treasurer, H. S. Drake. Mr. McCarthy succeeds John S. Lionberger and Mr. Drake succeeds H. L. Kemper.

Col. Austen Colgate and Gilbert Colgate, of Colgate & Co., New York City were among the passengers on the Panama-Pacific liner *Kroonland* which sailed for Cuba, The Canal Zone and California, March 13. The accompanying illustration was snapped aboard the ship just before the voyagers sailed.

Austen Colgate, who formerly was a State Senator in New Jersey, is mentioned in Republican circles as a possibility to oppose the return of United States Senator Walter E. Edge to Congress. It is extremely doubtful if Col. Colgate will allow the use of his name in the primary fight.

Col. Colgate has just paid \$5,000 for one of the 25 dinosaur eggs which Roy Chapman Andrews brought back from his last expedition into Central Asia. The curiosity will be given to Colgate University Museum, at Hamilton, N. Y. Our February issue (page 645) told of S. Bayard Colgate's experiences on the exploration trip. Some of the eggs are being sold to finance a new expedition.

Austen Colgate has been otherwise active. He has in-



AUSTEN COLGATE AND GILBERT COLGATE OFF ON VOYAGE

spected the new plant at Jeffersonville, and has objected to the dictum of Police Commissioner Enright that horses must soon be banished from New York streets. Col. Colgate said that for local short haul deliveries horses are cheaper than motor trucks, adding: "After thirty-five years of experience with motor trucks and horses, I feel that in such a city as New York, where long waits at ferries and piers slow down deliveries, it is cheaper to keep a horse team standing idle than a motor truck."

Gilbert Colgate is president of the American Manufacturers of Toilet Articles.

Through the courtesy of Walter T. Hathaway, the *Colgate Clock* prints a facsimile of the original in French, English and Dutch of a "Safe Conduct" issued by the United States Government in October, 1794, to "protect" an American merchant vessel on a voyage from Boston to Hamburg. It bears the signature of President George Washington, and is an interesting relic in many other respects.

Colgate Clock for February has some very interesting features. At a recent dinner party given by the advertising department to other branches George S. Fowler led in the fun making. There was a cartoon of "Baby Lipsticks, for Young and Old," showing the ultimate development of lipsticks in the baby carriages that was a hummer.

R. W. D. Albury, the Colgate representative at Nassau,

figures in a two page illustrated article on the Bahamas. The bathing beach and other scenes are attractive.

Miss Cecil Arden, of the Metropolitan Opera Co., who gave a broadcast talk on "How to Use Perfume," as mentioned in our December issue, is pictured and the text of her radio message to myriads within the sound of her voice is printed. It was a great stunt for the perfumery industry.

Louisville *Herald* reports the enthusiastic reception given to George S. Fowler, advertising director of Colgate & Co., at a recent meeting of the Louisville Advertising Club, which entertained him as a luncheon guest. The session was officially designated "Colgate Meeting." Other Colgate men from the Jeffersonville plant were present.

Percy C. Magnus, of Magnus, Mabee & Reynard, Inc., New York City, recently contributed an interesting interview on "Who Always Pays the Import Freight?" to *Drug & Chemical Markets*, in which he surveyed the relations between consumers and importers. He said in part: "No business transaction can be successful which is not profitable to both buyer and seller. A little better understanding on both sides would be mighty profitable to all concerned." Mr. Magnus told of the expectations of the buying trade and pointed out the fact that the whole business policy of the importer is different from that of the manufacturer, jobber or broker. Stocks of products must be obtained from long distances and often paid for far ahead of their arrival, while after that credits to customers lengthen the gap which ties up capital. In conclusion Mr. Magnus said:

"It is a chancy and costly business to bring these products to the market; to maintain stocks here; to keep up quality standards in a price competitive market; to serve buyers with expert market information. It requires trained experience, connections all over the world, considerable capital investment. Many other costs over and above the price quoted in primary markets must be covered before the importer begins even to make a fair profit. These costs are increased by the buyer who shops sharply among the byeways of the trade. These costs can be cut down by direct dealing with established importers who have a reputation at stake which is an asset in their business that they value too highly to put in jeopardy."

The Alsop Engineering Co., manufacturer of Hy-speed liquid mixers and other machinery, announces that it has moved its offices to new and larger quarters at 47 West 63rd street, corner of Broadway, New York City. The new telephone is Columbus 7085.

Harry M. Cranmer, the New England representative of the Matthias & Freeman Paper Co., fancy box cover paper, Philadelphia, Pa., was a recent New York visitor. Mr. Cranmer has his headquarters in Boston.

James B. Hynes, for five years a salesman with the Rogers-Pyatt Shellac Co., has joined the sales force of the Metal Package Corp., New York.

J. O. Draper Co. has completed a \$70,000 addition to its plant at Pawtucket, R. I., and intends to equip it with modern soap manufacturing machinery.

F. W. Heine, of Compagnie Duval, essential oils, New York City, is on a two months' trip in the West.

Kranich & Specification Soap Co., Inc., is the name of a new corporation which was organized to amalgamate the Specification Soap Co., and the Kranich Chemical Co. The corporation is capitalized at \$100,000 and the officers are: Herbert Kranich, president; Arthur G. Kranich, vice-president; and C. K. Crosby, secretary-treasurer. The officers are directors, as is also August Clinkenbromer.

The company occupies the entire building at 54 Richard street, Brooklyn, N. Y. where 25,000 square feet of manufacturing is available.

The amalgamation brings together one of the oldest soap companies in Brooklyn, with one of the youngest. The Specification Soap Co., which was formerly at 13th and Washington streets, New York City, took over in 1916 the old New York Soap Works which was in business about a half a century before that time. In 1920 the company moved to Brooklyn.

The Kranich Chemical Co. was established at 115 9th street Brooklyn, N. Y., by Herbert Kranich in 1921. The business thrived and it was soon necessary to double the capacity of the factory to keep pace with the demand for its products. It was largely to meet the demand for a wider line of products than either company manufactured that led to the amalgamation and the formation of the new corporation.

Shampoos, automobile soaps, medicinal soaps and other products are being manufactured by the company.

P. R. Dreyer, New York City, has returned from a five weeks' trip through the Middle West which included stops at Des Moines, St. Louis, Chicago, Indianapolis, Cincinnati, Cleveland, and Detroit.

Mr. Dreyer visited many soap and toilet preparations plants while on his trip. He found that business conditions are generally stable, and that there is almost no feeling of apprehension on account of the coming Presidential election.

American Lanolin Corp., Lawrence, Mass., begins on advertising page 126 the first of a series of announcements on lanolin which it is offering to manufacturers of toilet preparations.

Superior Novelty Mfg. Co., Inc., Elizabeth and Linden, N. J., manufacturers of celluloid and metal specialties, announce on advertising pages 78 and 79 a new line of metal vanity boxes trimmed with celluloid in various styles.

The company operates a celluloid plant at Linden, N. J., and its metal plant now operating at Elizabeth, N. J., will be moved to a new building at Linden, N. J., on April 1. The new building adjoins the celluloid plant on a 10-acre plot which the company owns.

Max Kline, vice-president and general manager, is in charge of sales at the New York offices of the company. Other offices are at Chicago, San Francisco and Toronto.

Kolmar Laboratories, Chicago, Ill., described on advertising page 75 a carrier for compacts which is designed to insure their delivery without breakage.

Wm. R. Warner Co., New York, has purchased the Standard Laboratories, of Los Angeles, manufacturer of Stacomb. The business will be continued under the name of the Standard Laboratories by the Warner company which also is the parent company of Dr. Earl S. Sloan's liniment, and the Bauer Chemical Co., maker of Formamint.

Victor Vivaudou, president of V. Vivaudou, Inc., New York, returned from a two months' trip to France on the *Berengaria* March 6.

Among the recent arrivals from the continent in New York City is E.-P. Meunier, secretary general of the Etablissements Antoine Chiris, of Paris and Grasse. Mr. Meunier arrived here on the *Olympic* on February 27 and was warmly greeted by his numerous friends on this side of the Atlantic.



E.-P. MEUNIER

Mrs. Sturgis Coffin, in her will filed in New York recently, disposed of about \$100,000 in property. After various bequests to relatives she willed the residue to the Charity Organization Society to create the Sturgis Coffin Memorial Fund "in memory of my husband and daughters, Natalie and Ruth." Sturgis Coffin, for nearly thirty years a partner with his brother-in-law, John B. Ladd, in the perfumery firm of Coffin & Ladd, shot himself in 1907 in his summer home in New Canaan, Conn., because of grief over the death of his daughter, Mrs. Natalie Coffin de Forest.

The Canning Machinery and Supplies Association which met recently at Buffalo, N. Y., in connection with the seventeenth annual convention of the National Canners' Association, elected Ernest E. Finch, of Cincinnati, as its president for the ensuing year. Mr. Finch had previously served as vice-president of the organization and has long been associated with the machinery and supply industry. He is the general manager of the Karl Kiefer Machine Co., Inc., of Cincinnati, and has been an important factor in promoting progress in the trade. Mr. Finch has written numerous articles on subjects relating to machinery for the allied industries and has delivered informative addresses at several national trade conventions.



E. E. FINCH

In connection with this branch of the convention there was an exposition in which there were exhibits by the Karl Kiefer Machine Co., as well as other important concerns which feature necessities for glass container users. Among the others were the following:

- Arabol Mfg. Co., manufacturer of adhesives for labels.
- U. S. Bottlers' Machinery Co., bottling equipment.
- Economic Machinery Co., labeling machines and specimens.
- Edward Ermold & Co., featuring a tall cone of products in glass labeled by one of the Ermold machines.
- McKenna Brass & Mfg. Co., rotary filling machine.
- Filler Machine Co., equipment for packers.

Buffalo *Times* recently printed a panel feature showing Miss Mary R. Cass both as a baby and in her present status of attractive maturity. The feature made quite a hit with Miss Cass's numerous friends both in and out of the organization of the F. N. Burt Co., Ltd., of whose extensive Buffalo plant she has long been the general manager. The bright and pleasant face of the infant was prophetic of the development of traits which have won for Miss Cass continuously increasing popularity during the third of a century she has been with the Burt firm and which have served to foil Father Time.

Arthur G. Fox, and F. D. Clarke are the members of the corporation of Fox & Clarke Co., Inc., who were snapped by the Editor recently in front of the Pennsylvania Hotel which is opposite their office. They represent Pierre Dhumez, Vallauris, France, and are also importers of various essential oils and aromatic chemicals.

Mr. Fox, president of the company, has just returned from a five weeks' trip through the Middle West and South where he went in the interest of his company, introducing the Pierre Dhumez line in many places, particularly the orris specialties and sauge sclaree. Mr. Fox found that conditions were very good in the South, where people are employed at good wages and where the outlook for business in our trades appears to be very bright.

Mr. Clarke, secretary of the company, has had an interesting world war record, having served as first lieutenant in the Royal Flying Corps of the British Army in France, where he was attached to the 48th British Squadron. After the war he did some flying in Oklahoma.



ARTHUR G. FOX, F. D. CLARKE

The attractive four-page insert printed between advertising pages 90 and 91 sets forth the advantages to manufacturers of the various lines of private label toilet goods which are offered by the Commercial Laboratories, Inc., of Newark, New York State.

D. M. Bell, eastern manager of the Salikof & Belle Hovey Laboratories, Philadelphia and New York, has returned from an extended trip through the Atlantic and Southern states where he found the outlook to be most promising.

The Amolin Co. has moved to new and larger quarters at 350-356 West 31st street, New York City.

Elia K. Stoyanoff, who is known to the trade in connection with the sale of otto de rose, has joined the sales staff of United Laboratories, New York City.

Arabol Mfg. Co., of New York, has recently completed arrangements whereby the firm of E. Penton & Son, London, England, will represent the Arabol adhesive products throughout the British Isles. Sir Edward Penton, head of the firm, has had a long and active experience in merchandising and is taking a personal interest in promoting the successful distribution of the Arabol products in the markets of Great Britain.

Sir Edward Penton returned to England on February 16 after spending three busy weeks in this country, during which time he closed the negotiations with the Arabol company and also visited Chicago and Boston. In the latter city he was the guest of honor at a dinner given at the Harvard Club by E. B. Terhune. A large number of New England business men were present at the dinner and had the pleasure of meeting the distinguished visitor.

The arrangement just effected means that E. Penton & Son will carry in their London warehouses the full line of Arabol gums, glues and pastes for labeling, wrapping and sealing. This will enable them to supply British industries, from stock, with identically the same adhesive products now being furnished to the trade in the United States and Canada. American machines for labeling, wrapping and sealing perfumery and cosmetic containers, are rapidly being installed throughout the British Isles, and there is a corresponding demand for adhesives to use on these machines. In addition to handling gums for both machine and hand application, E. Penton & Son will carry the full line of Arabol adhesives for paper box manufacturers and various other fields of industry. The Arabol company is the largest organization in the world specializing in the manufacture of adhesives for all purposes. Established over 36 years ago, Arabol today operates three large, up-to-date factories, in Brooklyn, Chicago, and Brampton, Ont., and more than a hundred different classes of industry are supplied from these plants. Besides their three main offices in New York City, Chicago and Toronto, seven branch sales offices are maintained in the United States for the purpose of covering the entire country.

Sir Edward Penton predicted a large expansion in the sale and application of Arabol products throughout the British Isles.

The Arabol company had an extremely interesting exhibit of its label, wrapper and other adhesives at the recent exposition in connection with the National Canners' Convention in Buffalo. Present at the exhibit were Edward Oldham, advertising manager of the company; S. Hicks, sales manager; C. Scholz, also of the New York office; W. Boekemann, of the Chicago office; J. Hewitt and Tom Allen, of the Arabol Canadian sales force. After leaving Buffalo Mr. Oldham spent a fortnight in Canada before returning to New York.

Following the death of Joseph H. Bell, president of the C. F. Booth Perfume Co., of Norwich, N. Y., announced in our last issue, application was granted by Supreme Court Justice J. P. Hill for a voluntary dissolution of the company. James J. Dolan was appointed receiver and Nelson P. Bonney was made referee. Mr. Bonney set a hearing for March 19 to give opportunity for anyone to object. James S. Flanagan is counsel for the Booth company. The concern's business has fallen off for the last five years.

L. P. Lamoureux, of the Belgian Trading Co., is back from a trip through the Middle West and Canada.

The Herral Soap Co., Inc., now located at the corner of Havemeyer and South 1st streets, Brooklyn, have been far sighted enough to obtain a plant covering nearly five acres which will give them unusual opportunities for better service, which is necessary due to the great increase in their business.

This plant consists of six buildings including the main building, which is over 300 feet long, the office building and laboratory being separate. There is also a large building for carrying stock and finished goods, another for manufacturing soap powder and a boiler plant, besides a large building which will accommodate some of the employees, where they can have permanent homes as it is well equipped for that purpose.

The location is of value for prompt deliveries in all parts of New York City. The main entrance and drive-way are shaded by maple trees. The surroundings will be a delight to the employees, as there is plenty of room for all athletic sports on the property. It is expected that the entire force and equipment will be in perfect order and running with a full staff by April 18.

Western Company, manufacturers of Gainsborough powder puffs and other Weco products, Chicago, Ill., is having an unfortunate experience just now with the deadly typographical last minute error. A fine column advertisement was prepared for the Gainsborough hair nets featuring Billie Burke for the April and May issues of *Vogue* and other high-class magazines. After the plates were made, too late to correct, it was discovered that a printer's error had featured the double strand hair net at "2 for 15c" instead of "2 for 25c." Everybody knows how annoying errors may be, but in this case the mistake was doubly so, for the wrong price appears in a large volume of magazine circulation.

Bellersheim Laboratories, toilet preparations, 264 South Franklin street, Denver, Col., have recently started to market their products, which are being put up in attractive packages. H. C. Bellersheim, president, reports that three of the leading Denver department stores, A. T. Lewis & Son, Daniels & Fisher's Denver Dry Goods Co., as well as the Alice Rust Shop, are now carrying the company's goods. The field will be extended and a coast to coast campaign is contemplated later.

Charles V. Sparhawk Corporation, Inc., finding it advantageous to establish closer co-ordination between factory and office, has moved the larger part of its force and executive departments to its Newark plant, but will maintain a New York City office at 200 Broadway, room 210; telephone, Cortland 1138. The firm requests that all correspondence and communications of a business character be sent to the main office, 31 Bruen street, Newark, N. J.

McDonald Engineering Co. has moved to new and larger quarters at 416 West 33rd street, New York City, where 5,000 square feet of manufacturing space is available for the manufacture of Weeks labeling machines. Officers of the company felt that they could better serve their metropolitan customers if their manufacturing plant was located in the city, and it was for this reason that the new factory, which is a modern equipped shop, was established. The offices of R. T. Bacher, general manager, are also at 416 West 33rd street.



NEW PLANT OF THE METAL PACKAGE CORPORATION OF NEW YORK

The Metal Package Corporation of New York has just announced from the executive offices, 110 East 42nd street, New York City, an important development in its affairs. This move involves the establishment of a major factory unit at Grand and Garrison streets, Maspeth, New York City, and the removal of the factory heretofore known as Shalita Brothers, located at 264 South street, Manhattan Borough, and is in addition to the extensive plant facilities long maintained in Brooklyn and Baltimore.

More than 100,000 square feet of floor space is available in the newly acquired factory building, which has just been occupied, and houses machinery equipment of the most advanced type. The building has been dedicated to the plain

and decorated package requirements of an ever increasing general patronage as well as the more specialized packaging demands of the toilet preparations trade, with especial reference to that business arising within the metropolitan district.

This new unit, from point of location, is admirably adapted to clearing its output by rail, water routes and motor trucks to patrons located in Manhattan, Brooklyn, Long Island and New Jersey, and outlying districts. A ten-car railway siding enters the factory grounds; accessible docking facilities are within 800 yards distance, and there are many motor truck routes leading into Manhattan, twenty minutes from the East River bridge thoroughfares.

Les Usines Allondon, Geneva, Switzerland, announce in their beautiful insert between advertising pages 64 and 65 Allondon products for perfecting rose perfumes. Special attention is called to phenyl ethylic alcohol, geraniol, citronnellol and roseol, a new product. Exclusive representatives in the United States are J. E. Dockendorff & Co., Inc., 20 Broad street, New York City.

H. I. Pepper, vice-president of the U. S. Industrial Alcohol Co., and Paul Harrison, president of James A. Webb & Son, have returned to New York from a month's vacation spent in Florida.

William Dreyfus, chief chemist of the West Disinfectant Co. of New York City, is celebrating his silver anniversary with that company this month, and is taking a six months' leave for a vacation. He expects to visit his old home in Switzerland and the principal cities of Europe as well as Egypt and Palestine.

R. Osgood Wells, formerly of the American Aniline Products Co. and more recently with the Wangler-Budd Co., has begun his duties as the New York district representative of the Orbis Trading Products Co., importers of essential oils and aromatic chemicals, New York City.

Lentheric, Inc., recently chartered in Delaware with an authorization of \$200,000 capital stock, which later was increased to \$10,000,000, has established offices and salesrooms on the tenth floor of 389 Fifth avenue, New York. It is handling the products of the Paris perfumery house of Lentheric. Ino M. Jahiel is the general manager and assistant treasurer.

The consolidated profit and loss account of V. Vivian & Co., Inc., of New York, for the year ended December 31, 1923, shows a net income of \$657,529, after charges but before Federal taxes. This is equivalent to \$2.19 a share on the 300,000 shares of no par value capital stock, and compares with net income of \$592,947, or \$1.97 a share earned on the capital stock in the preceding year. The gross sales amounted to \$6,741,182, against \$5,414,968 for 1922. The current assets totaled \$2,873,835 and the current liabilities \$1,120,037, leaving net working capital of \$1,753,798, against \$2,001,377 at the close of the year previous.

John Harmon Rindell, son of Charles A. Rindell, Chicago, Ill., was a recent visitor to New York, accompanied by Charles M. Madden, who also is on the staff of the firm of Charles A. Rindell, Inc. This firm represents the following companies: Addison Lithographing Co., Rochester, N. Y.; Metal Package Corporation, New York City; and Stanley Manufacturing Co., Dayton, Ohio.

After 40 years of service with Louis Dejonge & Co., manufacturers of quality papers, New York, John Becker has recently retired. His post of duty was in the executive offices of the company at 69-71-73 Duane street, New York, from whence he looked after the affairs of the Dejonge factory.

Martin H. Carey has joined the sales staff of Edward T. Boser Co., Riverside, Conn., importers and manufacturers of perfumers' raw materials, and will cover the metropolitan district, and Philadelphia. He has been in the industry for fourteen years. His phone address in New York is Sheepshead 5038.

Professor Marston T. Bogert, of Columbia University, New York, on February 19 delivered an illustrated stereopticon lecture on perfumery before a large audience of men and women in the Jesse Metcalf Laboratory of Brown University at Providence, R. I. His address concerned chiefly the part science and art have played in the manufacture and marketing of perfumes. The event was a notable one at Brown University, for Professor Bogert was present under the joint auspices of the Providence Engineering Society and the American Chemical Society, with members of both associations presiding at the meeting.

Dr. Bogert dated the origin of the perfume industry as far back as 300 B. C., and then followed it through until the present day. The stereopticon slides pictured the plants where the perfume is distilled either from the plant or animal life throughout the world. They also showed the vast fields in various countries that are given over to the raising of the flowers or plants from which the various perfume oils are extracted.

Columbia Soap & Chemical Works has taken over the business conducted as the Kline Co. by M. C. Kline at 473 Jackson street, San Francisco, Cal.

Hahne & Co., department store, Newark, N. J., recently featured perfumes in an unusual window display, apple blossoms forming the chief trimmings, with hangings of blue and gold, affording a hint of Spring in Winter.

Ross Co., makers of Winx, Pert and Lashlux, have moved into new quarters at 243-247 West 17th street, New York.

John & Fink, Inc., wholesale druggists and manufacturing chemists, New York, have further strengthened their sales staff by the addition of Fred J. Mingst. For ten years Mr. Mingst has represented a large firm of manufacturing chemists in the Middle West, but in the last fifteen years he has become well and favorably known over a large territory east of the Mississippi.

P. C. Cahill, treasurer of J. L. Hopkins & Co., New York City, has been the recipient of congratulations on the arrival on February 20 of a second little Miss Cahill.

Nearly all of the New York essential oil houses were closed on Saturday, February 23, observing the now general custom of making a clear three day week end, which was due to Washington's Birthday being on Friday.

Kolar Sales Agency, Chicago, distributor of Kolar Laboratories products, has appointed the Brandt Advertising Co. of that city to direct the advertising of Mad Cap Orange Rouge.

Joseph Leshin, sales manager of Majestic Metal Specialties, Inc., New York City, is about to leave on an extended trip through the West and Middle West.

Mr. and Mrs. E. N. Rowell, Batavia, N. Y., spent two weeks in New York this month. Mr. Rowell visited a number of the customers of his firm, E. N. Rowell Co., with Donald Smith, of Bristol Industries, Inc., the New York representatives.

The report of the Mathieson Alkali Works, Inc., for the year 1923, shows net income of \$1,096,043, equal to \$7.63 a share on the \$5,885,700 (\$50 par value) common stock outstanding after deducting depreciation, depletion, Federal taxes, etc., and allowing for regular dividends on the preferred stock. This compares with net income of \$978,401, or \$6.99 a share, on the same amount of common stock outstanding in 1922. As of December 31, 1923, current assets stood at \$2,291,087 and current liabilities \$596,446, leaving net working capital of \$1,694,641, as compared with net working capital of \$1,522,834 on December 31, 1922. The surplus of \$2,560,298 compares with \$1,949,716.

Joseph Kehoc, for a long time the Pacific Coast representative of Harriet Hubbard Ayer, Inc., New York, has transferred his allegiance to Woodworth, Inc., perfumers, of New York and Rochester.

The business of the Robert Gair Co., of New York, showed a further improvement in the fiscal year to December 31, 1923. In 1922 net profits before depreciation and taxes amounted to \$788,991. This figure was somewhat more than doubled in the fiscal period to December 31, 1923, with a net of \$1,634,341. There was set up for depreciation \$707,638, and for taxes and other deductions, \$123,000, so that there resulted a final balance for interest and dividends of \$803,503, a figure comparing with \$519,492 in 1922, an increase of \$284,011, or 54 per cent. The corporation's net quick assets at the close of last year amounted to \$3,941,940, compared with \$3,346,920 at the close of 1922, a gain of \$595,000. The balance sheet shows a ratio of current assets to current liabilities of nearly 5 to 1, compared with approximately 4 to 1 on December 31, 1922. The company reports a cash balance of \$1,321,754, compared with \$903,402 at the end of 1922.

Florence Mfg. Co., Florence, Mass., recently held a reunion, banquet and dance, which was attended by J. E. Filor, of New York, and other out of town members of the Florence happy family. Checks in three figures were given to each of four employees who had just passed the twenty years' period of service with the company. William Cordes, general manager and treasurer, was among the speakers at the festive exercises.

Saunders Norvell, of McKesson & Robbins, New York, delivered a very interesting address on jobbers and advertising at a recent meeting of the Wholesale Grocers' Association held in the Waldorf-Astoria Hotel.

F. A. Anderson, manager of the New York office of Spencer Kellogg & Sons, Inc., Buffalo, N. Y., returned recently from a trip to the Pacific Coast.

Royal M. Alderman has been appointed advertising manager of the Pompeian Co., Cleveland, O. For five years Mr. Alderman has been assistant advertising manager.

California Soap Co., Inc., has moved into new quarters at 1923-1929 Santa Fe avenue, Los Angeles, Cal.

Officers of the Faxon & Gallagher Drug Company, wholesale druggists, Kansas City, Mo., for 1924 are: President, Henry D. Faxon; vice-president, F. Thomas Faxon; secretary and treasurer, J. C. Gallagher.

BOOK REVIEW

"THE LEADERSHIP OF ADVERTISED BRANDS," by George Burton Hotchkiss and Richard B. Franken, octavo 5¼ x 8 in.; 256 pages; numerous tables; maroon cloth; Doubleday, Page & Co., New York City, 1923; price \$2.00 net.

This work is a study of 100 representative commodities showing the names and brands that are most familiar to the public. Professor Hotchkiss is head of the Department of Advertising and Marketing, New York University, and Richard B. Franken is Lecturer on the Psychology of Advertising, New York University, and is also Contributing Editor of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW. It is one of a series of advertising and marketing studies made by the New York University Bureau of Research.

The facts upon which the book is based were obtained by means of a psychological test prepared by Mr. Franken. The motive of the test was that of scientific inquiry, and there was no attempt to approve or disprove any preconceived opinion. The practical business values of the results were of such significance that the Associated Advertising Clubs of the World decided that publication in book form so as to render the conclusions available to all advertising men was warranted.

An idea of the scope of the book may be had from the following chapter headings: Importance of Being Well Known; Association Method of Testing Brand Familiarity; Familiarity with Names and Brands; Mental Dominance of Names and Brands; Advertising History of Leading Names. The book is well indexed.

NEW PRICE LISTS, PUBLICATIONS, ETC.

STAFFORD ALLEN & SONS, LTD., London, Eng., Ungerer & Co., 124 West 19th street, New York, American representative.—February price list of the Allen essential oil commodities has come to hand, giving wholesale quotations on the various products handled by the firm, including terpeneless and expressed oils, Allen's oleoresins, powdered drugs, chemicals, synthetics and sundries.

NOTES ON SYNTHETIC PERFUMES MANUFACTURED BY L. GIVAUDAN & Co., Geneva and Paris. (George Lueders & Co., 427 Washington street, New York, sole agents for the United States and Canada.)—This very useful brochure of some 40 pages reviews the growth of the synthetic perfume industry in the last quarter of a century and refers to the progress made by L. Givaudan & Co., which was founded in 1895, at the birth of synthetic perfumery. Chemicals and isolates, as well as specialties consisting of imitation floral odors and other natural perfumes, are described in a way to interest perfumers and soap manufacturers. A table of approximate solubility of a few synthetics in low spirits is given, besides some suggestive ideas.

AMERICAN CONFERENCE OF PHARMACEUTICAL FACULTIES: Proceedings of the 1923 annual meeting at Asheville, in bound volume form, just received, will be of much value to those interested. The secretary, Miss Zada M. Cooper, has performed her duties with excellent results, for the volume contains lists of present and former officers, together with a complete and comprehensive index.

BUYERS' DIRECTORY: SPRING, 1924, published by the *Dry Goods Economist*, 239 West 39th street, New York, is at hand. It is a valuable fabric directory for the use of de-

partment store buyers and contains other information, including street number locations in the dry goods district, as well as definitions of numerous textile technical terms.

B. KRONISH & BROTHER, 35 East 10th street, New York City, have issued a special bulletin advising the trade that the only members of this firm are Bernhard Kronish, David Kronish and Arthur Loewy, that they alone constitute the Bee-Dee-Kay Laboratories and that they have no connection with firms or persons of similar names.

WOODWORTH, INC., 392 Fifth avenue, New York, has issued an attractive illustrated price list of Karess and other specialties in the perfume and toiletry lines.

"ANALYZING DISTRIBUTION COSTS," an excellent address delivered by O. D. Street, general manager of distribution, Western Electric Co., Inc., New York, before the Association of National Advertisers, has been issued in reprint form by the National Wholesale Druggists' Association, 51 Maiden Lane, New York.

NEW INCORPORATIONS

H. B. Canavello, Manhattan Borough, New York City, make vanity boxes, \$5,000 capital stock, has been incorporated by H. B. and R. R. and L. Canavello; attorney, S. Maurice, 35 Wall street.

J. A. Marceau, Manhattan Borough, New York City, make perfumery, \$10,000 capital stock, has been incorporated by R. C. Pursell, I. M. Thornton, H. Kaye; attorney, I. S. Reeve, 132 Nassau street.

Zieglrole Co., Manhattan Borough, New York City, make face creams, \$9,000 capital stock, has been incorporated by H. Stephan, P. Lehmann, F. S. Johnson; attorney, W. Brunner, 220 Broadway.

M. Demattia, chemicals, Manhattan Borough, New York City, \$20,000 capital stock, has been incorporated by M. Demattia, A. Burdick; attorney, B. M. Freedman, 233 Broadway.

Beaumonde Products, Manhattan Borough, New York City, toilet preparations, 100 shares common stock of no par value, has been incorporated by C. A. Houston, N. Fendrick, M. Bressler; attorneys, Otterbourg, Steindler & Houston, 200 Fifth avenue.

McKenzie Laboratories, Wilmington, manufacture toilet articles, \$277,500 capital stock, has been incorporated in Delaware for clients by the Corporation Trust Co. of America.

Branshaw Chemical Co., Manhattan Borough, New York City, \$10,000 capital stock, has been incorporated by M. T. Branscombe, W. I. and T. Schwartz; attorney, P. Lippner, 250 West 57th street, New York.

American Beauty Perfume Co., Cleveland, Ohio, \$500 capital stock, has been incorporated by I. Marshall, J. A. Lowell, B. Konvisser and B. D. Gordon.

Affinity Co., 23 Division avenue, S., Grand Rapids, Mich., manufacture cosmetics, capitalized at \$2,000, has been incorporated by Dr. Charles H. Jennings, president; A. E. Clark, E. W. E. Patterson and others.

American Soap & Chemical Co., Inc., 38 West State street, Trenton, N. J.; chemicals, soaps, etc.; nominal capital \$5,000, has been incorporated; Raymond J. Gorman, representative.

Trichitone Laboratories, Manhattan Borough, New York City, hair tonics, \$10,000 capital stock, has been incorporated

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IN MEMORIAM FOR DEPARTED FRIENDS

BLOCKI, FRED W., son of John Blocki, of John Blocki & Son, perfume manufacturers, Chicago, March, 1919.

BRUCKER, CARL, senior member of Fritzsche Brothers, New York, March, 1913.

BUTTS, FRANCIS MARION, father of Chas. F. Butts, manager of Chas. F. Butts Mfg. Co., Willis, Texas, March, 1923.

DALLEY, HENRY, retired perfumer and one of the founders of the M. P. A., West Reading, Conn., March 9, 1916.

DREXEL, FRANK F., perfumer for the William H. Brown & Bro. Co., Baltimore, Md. March, 1917.

FERGUSON, JAMES A., soaps, Louisville, Ky., March, 1915.

FOX, HENRY C., of H. C. Fox & Sons, glass bottles, Philadelphia, March, 1910.

HALL, GEORGE, perfumer, with various firms and long identified with the industry, Tucson, Ariz., March, 1921.

KING, W. J., perfumer, many years associated with the industry, March, 1922.

KIRK, JAMES A., president of J. S. Kirk & Co., soaps, Chicago, Ill., March, 1907.

LANGSDORF, MORRIS, of S. Langdorf & Co., toilet and manicure novelties, New York, Atlantic City, March, 1921.

LARKIN, MRS. JOHN D., wife of the soap manufacturer, Buffalo, N. Y., March, 1922.

LYON, DR. ISRAEL, toilet supplies, Englewood, N. J., March, 1907.

MERLE, AUGUSTIN, of Bruno Court, Grasse, France, March, 1918.

MESSNER, SIGMUND, treasurer of the Imperial Metal Mfg. Corporation, Long Island City, New York, March, 1921.

MUNTON, CHARLES, associated with Augustin Merle, proprietor of Bruno Court, Grasse, March 5, 1916.

POOLE, THOMAS S., soaps, Denver, Colo., March, 1913.

RICKSECKER, THEO., former president Manufacturing Perfumers' Association, New York, March, 1919.

RIKER, WILLIAM B., perfumery, New York, March, 1906.

RIPPEY, WILLIAM, manufacturer of flavoring extracts, Cincinnati, Ohio, March, 1917.

ROCKHILL, CLAYTON, of Rockhill & Victor, New York, March, 1918.

ROGERS, GEORGE L., soap, Centerdale, R. I., March, 1917.

SHEDD, FREEMAN B., Lowell, perfumes, March, 1913.

STUART, FRANCIS F., flavoring extracts, Niagara Falls and Toronto, Ont., March, 1914.

TENNEY, HENRY W., proprietor of the Warren Soap Mfg. Co., Canton, March, 1916.

WILLIAMS, JAMES BAKER, founder of J. B. Williams & Co., Glastonbury, Conn., March, 1907.

WOODLEY, GEORGE F., JR., Woodley Soap Manufacturing Co., Boston, Mass., March, 1912.

Obituary Notes

The mother of Harold E. Boege, secretary-treasurer of the O. A. Brown Co., Inc., New York perfume material importers, died February 29 in Brooklyn, N. Y.

Angus K. Rankin, president of the Beaver Soap Co., Dayton, Ohio, died February 18 at Zephyrhills, Florida, following a stroke of apoplexy. Mr. Rankin was 68 years old. He is survived by his wife and two sons, Walter E. and Lester M., all of whom were with him at the time of his death.

Frank Tilford, son of one of the founders of Park &

Tilford, New York, and the firm's president from 1906 to 1923, died March 6 at his winter home in Palm Beach, aged 71 years. His wife and two daughters survive.

George R. Ebersole, traffic manager for the Heckin Can Co., Cincinnati, died February 18. Mr. Ebersole was 78 years old, and a veteran of the Civil War. He was prominent in Masonic circles.

Adam Pfromm, formerly vice-president of the National Wholesale Drug Association and head of Adam Pfromm & Co., Inc., 233 North Second street, Philadelphia, died February 18 from apoplexy. He was 75 years of age.

Albert W. Urquhart

Albert W. Urquhart, toilet goods buyer for Gimbel Bros., New York City, died at his home, 52 Hardenbrook avenue, Jamaica, L. I., February 22, at the age of 49 years, after an illness of about a year.

Mr. Urquhart was born in Canada and for some time lived in Toronto. He came to New York when young and soon rose to the position of toilet goods buyer for the old 14th street store. Subsequently he held a similar position with Simpson Crawford Co., leaving to join Gimbel Bros. as toilet goods buyer when that firm opened its New York store in 1910.

He married Miss Blanche Richardson about 15 years ago and is survived by his widow and three children, Ellen, Blanche and Albert, and a brother Silas A. Urquhart.

The funeral was held at the home on February 23, and interment was made in Kensico Cemetery. Mr. Urquhart was well known in the trade and will be missed by a host of friends. Bernard Marks, an associate, has succeeded to the position of toilet goods buyer for Gimbel Bros.

NEW INCORPORATIONS

(Continued from Page 37)

by M. H. Askin, S. Hondal; attorney, Steinlauff, 233 Broadway.

Charles H. Bellin, Manhattan Borough, New York City, make toilet preparations, \$250 preferred stock, has been incorporated by C. S. Bellin, W. H. Beatty, R. F. Brown; attorneys, Glenn & Ganter, 27 William street.

Lee Products Co., Manhattan Borough, New York City, hair tonics, \$10,000 capital stock, has been incorporated by E. Finkelstein, H. Roth, M. Solotar; attorney, B. Weil, 25 West 43rd street.

Gold Seal Chemical Corp., Manhattan Borough, New York City, wine-flavoring extracts, \$70,000 capital stock, has been incorporated by S. R. Usso, M. H. Matthews, A. Wanderling; attorney, J. J. Pentell, 291 Broadway.

Lerys, Manhattan Borough, New York City, toilet preparations, 200 shares common stock, no par value, has been incorporated by W. J. Wilkinson, F. T. White, T. McErlean; attorneys, Briesen & Schrenk, 50 Church street.

Canadian Extract Co., Boston, Mass., extracts, essences and syrups, 10,000 shares of common stock without par value, has been incorporated by Wm. J. Ireland, Roxbury, Boston, president; Amy G. Johnson, Ailston, Boston, treasurer and clerk; directors, the officers and Frank L. Decker, Malden; attorney, George A. Kearsley, Boston.

Guerlain Perfumery Corporation, manufacture perfumes, soaps, etc., \$100,000 capital stock, has been incorporated by T. L. Croteau, M. A. Bruce, A. M. Hooen, Wilmington, Del.; Corporation Trust Co. of America.

MONTREAL

MONTREAL, Que., March 14.—The Dye and Chemical Co. of Canada, Ltd., of which T. H. Wardleworth, well known Montreal drug and chemical man, is vice-president, has issued \$250,000 worth of preferred stock through an Ottawa firm. They are arranging to establish a factory at Kingston, Ont. Mr. Wardleworth is best known in connection with the National Drug and Chemical Co., makers of Nadruco products.

Hon. Mr. Henry Miles, of Leeming, Miles & Co., producers of essential oils and perfumes, of Montreal, holds strong views as to the effect of the sales tax, in the new form in which it went into force at the beginning of this year, affecting trade in general, and particularly the oils and perfumery trade.

In an interview on the subject with your correspondent, he drew attention to the position of firms which manufacture part of their stock, and handle a good deal of imported goods as jobbers. Such a position is common among perfumers. Some of their lines are their own manufacture. But in order to carry a complete line, the manufacturer has to add to his own products a number of imported articles which he handles as a jobber.

Mr. Miles points out existing cases, where the manufacturer finds himself paying, not the six per cent called for by the principle of the sales tax law, but twelve per cent on these imported lines. The goods are taxed with the six per cent, when they come into the country, and then, when they are passed on to the retailer, coming from a manufacturer, they have the tax imposed on them again.

Another, and perhaps the greatest evil of the new sales tax, in its effect on this trade, is shown in the concrete instance Mr. Miles cited of a firm manufacturing a well known proprietary product in Canada. The sales tax gave the government 3 cents on each package of the commodity. Yet it increased the cost to the consumer by 20 cents.

The difference was made up of the additional overhead expense caused by the extra accounting to be done in connection with the new tax, the natural tendency at each stage of distribution, to call a fraction of a cent a full cent, and the temptation, to the retailer, to use the sales tax as an excuse for getting a little more for his commodity than the tax itself justified.

Briefly, the actual working of the tax is this: the last person who does any manufacturing to an article before it is sold to wholesaler, retailer or consumer, must add the 6 per cent sales tax to the selling price. No end of discussion, debate and even litigation has already arisen, to define where is the last process of manufacture, in such matters, for instance, as the mixing of drinks in ice-cream parlors; and in disposing of goods which are sold as finished products by one man, and bought as raw material by the other.

Oils and perfumes may be sold as finished products by the firm which makes them, and may often be bought by another firm, merely as ingredients for something else. How can a firm figure out to the satisfaction of a tax inspector the amount of tax rebate due on perfume on which tax has been paid and which has gone into the composition of a perfumed toilet preparation? It is not so easy as it looks. And when it comes further, to separating the perfume which was used to make something else and the perfume which was resold on a jobbing basis, the confusion becomes worse confounded.

TORONTO

TORONTO, March 14.—Despite something of a falling off during the last month in the wholesale perfumery demand in Toronto there is no lack of optimism and confidence for the future evident in the minds and attitude of the perfumers themselves. With most of the houses the last year was one of uniform progress and improvement both in the perfume and soap industry, while business conditions during the first month of the new year justified the confidence that 1924 would see a considerable increase in the volume of business.

The perfume industry in Canada today is an important one with its own peculiar difficulties and problems to be faced. Seriously competing with the Canadian manufacturer in the production of perfumes is the foreign perfumer and particularly the French. The indications of this competition are seen in the increased demand for foreign perfumes, skillfully fostered through well planned advertising campaigns. Incidentally this shows the extent to which American publications are read by the Canadian people, as most of these advertisements appear in the columns of United States journals.

During the war the French perfume industry, so far as the Dominion of Canada was concerned, dwindled to practically nothing. Now the home manufacturer is faced with the strenuous attempt of his competitor to recover and consolidate his lost ground, which he is rapidly doing, being helped materially with a tremendously deflated currency which even a ninety per cent duty on his manufactured perfumes cannot altogether offset.

As has been already stated, however, Canadian perfumes are in no wise depressed. They are making good progress in the quality of their goods and the style of packages, and owing to the bonded privileges in Canada reducing the price of 65 O. P. alcohol, are enabled to compete minus the prejudice in favor of the imported article. It will take time, he believes, to prove to the consumer that equally good perfumes, powders, compacts, etc., can now be bought in Canada for less money than the imported varieties upon which a heavy duty at low exchange has been paid.

An order in council of February 27, issued by the Governor General, authorizes the placing of a Canadian customs officer at New York to supervise the transshipment, in British registered vessels, of Canadian goods in transit through the United States, wholly or partly by water, from one Canadian port to another, without the payment of customs duties.

The transfer of goods must be made in the presence of the customs officer and must be certified by him. Four copies of the customs manifest, furnished by the carrier, and two copies of the invoice by the consignee, must give a description of the goods, with marks and numbers of packages. A declaration as to the Canadian origin of the goods, with the name of the port of shipment, the conveyance, and destination, is also required.

The Toronto plant of Canadian Woolens, Ltd., has been disposed of by the company and has been purchased by the Standard Soap Company, Ltd.

Our regular monthly report of Patents Granted and Trade Marks Registered in Canada, which is a feature of this journal, will be found on page 45.

TRADE-MARKS

 145,444 COMPANION 169,921 VIVANTE 177,224  M 180,152  183,492 183,496  185,568 Penses Quality "Judge by the Stars" 186,158  190,258  190,369  171,566	Sapo-Pepsin 155,659 MOORIE 168,273 "Beau-Ten" 176,154 Romb-Rite 179,478 L'ORIGAN 180,105 Heller's M 180,813  183,498 ROUGE DU BENGALE 183,494 ATKINS SUPERIOR 184,058 FIRST LADY 186,702 LA PULITA 188,561 CHAMPS-ELYSEES 188,445 ALBRO 189,088 PATHE 189,287 FOUR BROTHERS 189,855  189,939 RIVERIS 190,383 Yelivole 190,386 Gloria 190,745 190,859	 167,100  177,748 Karapalm M 180,115 BELLE JOIE 184,376 Wine Paste 185,636 Prevento 185,873 BOUQUET DES AMOURS 185,145  187,008 "Me" 187,220 RESEARCH 188,428 Peridore 188,655  189,982 TOOTHGLO 189,843 Creme Clayloid 190,165 Wishing Well 190,491 Mishmish, Tunis 190,767 Charme Coressant 190,859 190,841	 167,448 DOMINO 176,365 OLIVESKIN M 180,475 EXCELSIOR M 180,122 CERTIFIED M 186,180  Nelmore 183,882  183,497 Hair-Fix  187,976 Classic 188,913 ESSADOR 189,846  189,917  190,768  190,841	 Hair Pomade 173,020 Pollux Moore M 179,769  M 180,441  186,403  187,440 TINGLE 187,456 Lady Jane 187,453 Clenso-mint 188,964 Axillaris 188,553 CHROXI 190,050 FILMCOAT 189,147  189,010  170,868	Madame Ann  175,869  185,142  184,577 BOUQUET DES AMOURS 185,144 KUTTY 186,678  187,796 187,796 THE Mineapo CO. 187,583 SUMERIAN 'Adam 190,156 FLAVILLA 190,517 FRAGRANCE 187,758 Dand-Rom 190,048 Val Duray 190,068  189,872  190,053 190,870	SWEET VAPOR  176,490 "OX-O-DIUM" M 180,306  M 181,776  184,577 REVIVA METHOD (Hair and Scalp Treatment) 186,743  187,147 RUB-NO-MORE 188,221  188,765 NEW MOON 189,517  189,627 WAGON ROUTE 189,652  189,785 DELICATEX 184,783 ARO CO 191,165  183,437 Regina 182,578 189,782	HOLALCO 173,829 Chevaline 168,231 Billet Doux 172,354 ARABIAN PALM M 180,128 Mon-Tresor 172,355  172,383  182,495  184,793  187,931 Dommy 190,627 FRACY 190,225 HAIR-STA 189,544 Caressant 190,858 Billet Doux 172,355 KARMA 189,121 FLAVILLA 187,648 LA VOIE 182,444 Pryonitis 189,782
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NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P."

Designs Patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT.

Perfumer Pub. Co.

14 Cliff St., New York.

TRADE-MARK REGISTRATIONS APPLIED FOR

(Act of Feb. 20, 1905)

148,444.—J. P. Kruse, Minneapolis, Minn. (Filed May 31, 1921. Used Mar. 30, 1920.)—Face Creams, Toilet Waters, Perfumes; Depilatories, Bandolines and Briliantines, and Face Powders.

155,639.—William M. Ruthrauff, doing business as The Sapo-Pepsin Company, Philadelphia, Pa. (Filed Nov. 19, 1921. Used since August, 1920.)—Shampoo.

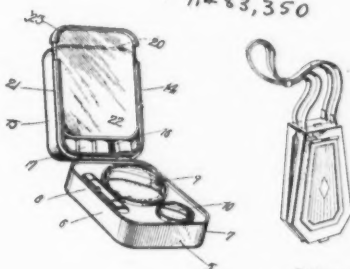
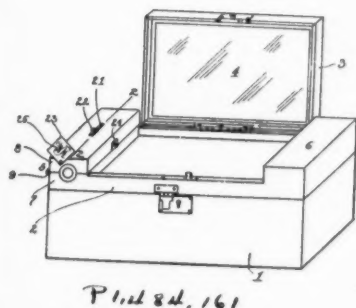
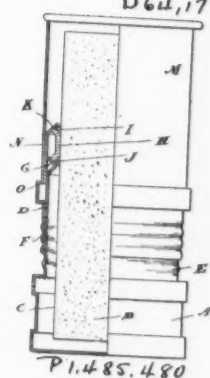
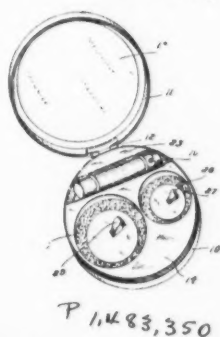
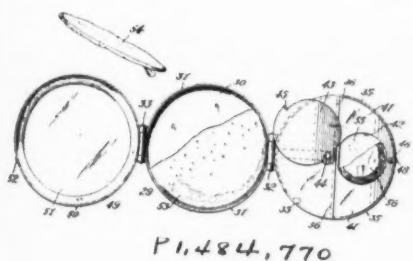
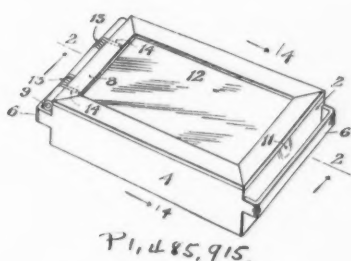
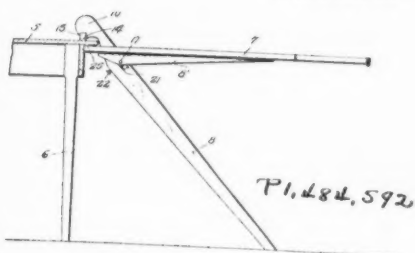
166,403.—The Owl Drug Company, San Francisco, Cal. (Filed July 1, 1922. Used since Jan. 16, 1900.)—Toilet Preparations.

167,100.—I. Rokeach & Sons, Inc., Brooklyn, N. Y. (Filed July 19, 1922. Used since February, 1911.)—Soaps.

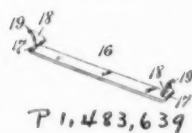
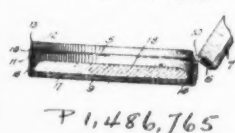
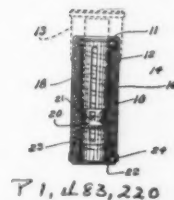
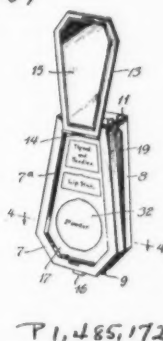
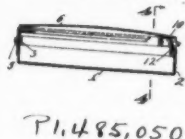
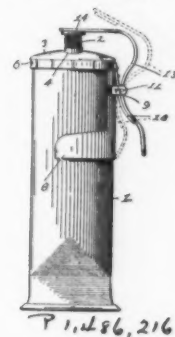
168,273.—Moorie Products Company, Seattle, Wash. (Filed Aug. 15, 1922. Used since Feb. 25, 1921.)—Mineral Pyorrhea Powder, Mineral Disappearing Toilet Cream, Mineral Disappearing Toilet Lotions, Mineral Dental Cream,

(Continued on Page 43)

PATENTS AND TRADE-MARKS



P1,485,357



PATENTS GRANTED

1,483,220.—Container for Toilet Preparations. Theodore W. Foster, Providence, R. I., assignor to Theodore W. Foster & Bro. Co., Providence, R. I., a Corporation of Maine. Filed May 24, 1922. Serial No. 563,417. 2 Claims. (Cl. 206—56.)

1. A holder for toilet preparations comprising a tubular outer shell and a closure member therefor, an intermediate

threaded tube non-rotatably mounted within said shell, a tube rotatably mounted with said threaded tube and provided with a longitudinal slot, a preparation carrying socket adjustably mounted in said slotted tube and having an integral projection extending through said slot and engaging the threads in said intermediate tube, and means for rotating said slotted tube relative to said threaded tube whereby said socket is moved axially of said shell.

1,483,350.—Vanity Case. Herbert D. Hough, Edgewood,

R. I., assignor to Wightman & Hough Company, Providence, R. I., a Corporation of Rhode Island. Filed Mar. 30, 1923. Serial No. 628,745. 3 Claims. (Cl. 132-83.)

1. A vanity case having a body member and a lid, a deck plate in the body having recesses for the reception of toilet preparations and a lip-stick holder, a saddle in one of the recesses for the lip-stick holder of a length less than that of said holder, and arranged to support the holder above the bottom of the body, whereby a downward pressure on one end of the holder will raise its opposite end from its saddle into position to be readily engaged.

1,483,639.—Compact Holder for Vanity Cases. Ernest W. Loesser, Belleville, N. J. Filed Feb. 17, 1922. Serial No. 537,152. 2 claims. (Cl. 132-82.)

A compact holder for vanity cases comprising a strip of metal with a bottom portion to rest on the bottom of a vanity case, and having a hook-shaped end with an outwardly inclined prong, the hook-shaped part being adapted to be placed laterally on the edge of a compact and then carried with the compact flatwise within the case and pressed by the compact into close spring contact with the side wall of the case.

1,484,161.—Vanity Box. Pearl Van Der Voort, Oakland, Cal. Filed May 15, 1922. Serial No. 561,063. 2 Claims. (Cl. 240-84.)

In a vanity box, a lower compartment, an upper compartment hinged thereto, and members extending above the upper compartment, one of said members being sectional, means to secure the sections together, a mirror located between the end members and a storage battery and electric light mounted between said sections.

1,484,271.—Process and Apparatus for shredding Soap. Samuel B. Murdock, Chicago, Ill., assignor to The American Cotton Oil Company, New York, N. Y., a Corporation of New Jersey. Filed Sept. 9, 1919. Serial No. 322,695. 8 Claims. (Cl. 87-16.)

A method of shredding soap, which consists in directing an expanding jet of high pressure superheated steam against a moving film or stream of molten soap, in a direction substantially transverse to the direction of the movement of the stream but inclining in such direction whereby to separate irregular shreds of soap from the stream.

1,484,592.—Ironing Board. Martin Varland, Radcliffe, Iowa. Filed Feb. 13, 1923. Serial No. 618,797. 1 Claim. (Cl. 68-10.)

An ironing board comprising a board member having a slotted end to fit beneath the edge of a support, parallel spaced cleats fixed beneath the slotted end of the board, a pivot secured in said cleats, a roughened block swingingly carried by said pivot, a leg having a slot near one end to slidably receive the block, a plate having a corrugated surface to engage with one face of the block fixed in said slot at one side, a clamping plate with a ribbed surface in the slot at the other side of the block, means to urge the clamping plate against the block, and a head on the leg received through the slotted end of the board and having a long strip to overlie the support and a cut-away part adjoining the head to receive the edge of the support.

1,484,770.—Vanity Box. Frederick Goertz, Newark, N. J., assignor to August Goertz & Co., Newark, N. J., a Corporation of New Jersey. Filed Jan. 29, 1923. Serial No. 615,717. 9 Claims. (Cl. 132-83.)

A vanity box comprising a main chambered body provided with a marginal side-wall, an auxiliary chambered body hinged to said side-wall, so as to be moved into a nested relation into said main body, said auxiliary body being provided with a receiving opening, a closing plate slidably connected with said auxiliary body for closing said opening, and a lid or cover hinged to said side-wall, said lid or cover being adapted to be moved over and serving as a closure for both of said bodies.

1,485,050.—Spring Catch for Vanity Boxes. Harry I. Phillips, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Mar. 27, 1923. Serial No. 627,956. 2 Claims. (Cl. 220-35.)

In a box of the character described, the combination with a bottom having a peripheral wall, a cover having a peripheral wall, one of these parts being inset to form a flange with which the other has telescopic engagement, a slot in the flange, a spring arm having a projection engaging

the slot when the parts are closed, and a release operable from without the box for releasing the projection.

1,485,172.—Vanity Case, Benjamin B. Dowell, Washington, D. C. Filed Mar. 30, 1923. Serial No. 628,865. 13 Claims. (Cl. 150-34.)

A vanity case comprising casing members hingedly connected at one end and having recesses in the outer sides thereof, and cover-plates hingedly connected to said casing members at the other end thereof and overlying said recesses so as to conceal toilet articles therein when the cover-plates are closed; said cover-plates being approximately of the same dimensions as the casing members; and means for releasably securing the free ends of said casing members and cover-plates in closed position.

1,485,357. Vanity Case. Samuel S. Aber, New York, N. Y. Filed Dec. 9, 1922. Serial No. 605,847. 4 Claims. (Cl. 132-83.)

A vanity case comprising two hingedly connected sections, one of said sections having a plurality of cosmetic receiving compartments therein, and the second section having a sliding mirror and a concealed cigarette or change compartment when opened, the second section constituting a closure for the first mentioned section.

1,485,480. Soap-Stick Holder. Elmore Roy Butler, Toronto, Ontario, Canada, assignor to Collapsible Tubes & Containers, Limited, Toronto, Canada. Filed Aug. 16, 1922. Serial No. 582,271. 3 Claims. (Cl. 206-56.)

A device of the character set forth comprising a holder adapted to house one end of a stick of material, and provided at one end with a flared flange to form a seat; a clamp adapted to be coupled to said holder and beyond which said stick of material will project, and provided at one end with an in-turned flange, and a split ring-clutch surrounding said stick of material and exteriorly provided at each end with an inwardly sloping seat, and located between the flanges of said holder and clamp, the whole adapted to co-act for the purpose set forth.

1,485,915. Wrist Vanity Case. Monroe Hammel, New York, N. Y. Filed June 13, 1923. Serial No. 645,072. 2 Claims. (Cl. 224-4.)

An article of the class described comprising a case, a cover hinged thereto, a catch for said cover, a mirror on the outer face of the cover, and a spring located at the hinge for swinging the cover open when the catch is released and holding said cover vertical or nearly so whereby the mirror in said cover is conveniently positioned for use.

1,486,216. Cap for Collapsible Metal Containers. James Earl Anderson, San Francisco, Calif. Filed Jan. 3, 1923. Serial No. 610,446. 6 Claims. (Cl. 224-60.)

A cap for collapsible metal tubes and the like comprising a cover having a central aperture adapted to receive the dispensing tip of a tube, and provided with a flanged edge detachably engaging the top of said tube; and a stopper pivotally mounted upon said cover for normally closing the opening in said dispensing tip.

1,486,764. Vanity Case. William G. Kendall, Newark, N. J. Filed Dec. 13, 1922. Serial No. 606,658. 3 Claims. (Cl. 132-83.)

A vanity case comprising a body portion having two open sides, a centrally disposed channel formed in said body portion, and a rigid compact carrier, said rigid compact carrier adapted to be removably secured in the channel of the body portion of the vanity case.

1,486,765. Refill for Vanity Cases. William G. Kendall, Newark, N. J. Filed Apr. 23, 1923. Serial No. 634,076. 6 Claims. (Cl. 132-83.)

In a vanity case, a body, a strap extending transversely of the body and pivotally connected thereto, and a compact carried by said strap.

DESIGNS PATENTED

63,935.—Tube Cap. Thomas J. Dobbins, Brooklyn, N. Y., assignor to Chesebrough Manufacturing Company (Consolidated), New York, N. Y., a Corporation of New York. Filed Dec. 9, 1922. Serial No. 4,533. Term of patent 14 years.

64,107.—Vanity Case. Benjamin B. Dowell, Washington, D. C. Filed Mar. 28, 1923. Serial No. 5,625. Term of patent 14 years.

64,177.—Perfume Container. George Grunberg, New York, N. Y. Filed Dec. 14, 1923. Serial No. 8,032. Term of patent 3½ years.

TRADE-MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905).

(Continued from Page 40)

and Mineral Beauty Pack and Facial Massage Cream.

169,231.—Herbert D. Addiscott, New York, N. Y., assignor to Chevraline Manufacturing Co., Inc., New York, N. Y., a Corporation of New Jersey. (Filed Sept. 9, 1922. Used since Mar. 28, 1922.)—Hair Cream.

169,648.—B. A. Railton Company, Chicago, Ill. (Filed Sept. 18, 1922. Used since July 17, 1922.)—Food-Flavoring Extracts.

169,921.—Oakford & Fahnestock, Peoria, Ill. (Filed Sept. 25, 1922. Used since May 16, 1912.)—Food-Flavoring Extracts, Such as Lemon and Vanilla.

170,756.—Don M. Dickinson, Detroit, Mich. (Filed Oct. 16, 1922. Used since June 1, 1922.)—Shaving Cream in the Form of Soap Paste.

172,352.—The Remiller Co., New York, N. Y. (Filed Nov. 21, 1922. Used since Nov. 1, 1922.)—Soap.

172,354, 172,355.—The Remiller Co., New York, N. Y. (Filed Nov. 21, 1922. Used since Nov. 1, 1922.)—Perfumes, Toilet Waters, Face Powders, and Talcum Powders.

172,383.—Imperial Perfumery and Barbers' Supplies, Inc., New York, N. Y. (Filed Nov. 22, 1922. Used since 1913.)—Hair Tonics, Face Creams, Shampoos, Hair Dressings, Toilet Water, and Bay Rum.

173,020.—Ann M. Weber, Gary, Ind. (Filed Dec. 6, 1922. Used since December, 1921.)—Hair Pomade.

173,829.—The Holalco Company, New York, N. Y. (Filed Dec. 26, 1922. Used since Oct. 25, 1922.)—Rubbing Lotion.

175,869.—Ann E. Harwell, doing business as Harwell Laboratories, Fort Worth, Tex. (Filed Feb. 10, 1923. Used since Mar. 26, 1920.)—Hair Tonic.

176,154.—"Beau-Teint" Company, Washington, D. C. (Filed Feb. 17, 1923. Used since Dec. 27, 1922.)—Complexion Clay.

176,490.—Thomas J. McCarthy, Los Angeles, Cal. (Filed Feb. 23, 1923. Used since Jan. 31, 1923.)—Face Cream.

177,234.—Lournay, Inc., Milwaukee, Wis. (Filed Mar. 10, 1923. Used since Mar. 6, 1923.)—Rouge, Cold Cream, Lip Stick, Toilet Water, Talcum Powder, Face Powder.

177,748.—The George W. Luft Company, Inc., Long Island City, N. Y. (Filed Mar. 20, 1923. Used since Sept. 1, 1921.)—Toilet Preparations, Namely, Face Cream, Cleansing Cream, Bleach Cream, Day Cream, Dental Cream, Night Cream, Hair-Color Restorer, Liquid Complexion Powder, Rouge, Compact Powder, Lip Stick, Eyebrow Pencils, Bath Salts, Skin Lotion, and Massage Oil.

178,365.—Marguerite Sullivan, Philadelphia, Pa., assignor to Eugene J. Reefer, and said Marguerite Sullivan, co-partners, trading as Domino House, Philadelphia, Pa. (Filed Mar. 30, 1923. Used since Feb. 1, 1923.)—Wrinkle Cream.

179,878.—Misner Manufacturing Co., Detroit, Mich. (Filed Apr. 28, 1923. Used since Mar. 12, 1923.)—Hair Dressing.

180,105.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Filed May 3, 1923. Used since 1909.)—Perfume, Toilet Water, Face Powder, Compact Powder, Sachet Powder, Talcum Powder, Brilliantine, Eau de Cologne, Lotion for the Hair, and Lip-Stick Rouge.

180,106.—The Hewitt Bros. Soap Co., Dayton, Ohio. (Filed Dec. 5, 1921. Serial No. 156,275. Used since June 1, 1921.)—Laundry Soaps in Powder Form.

182,185.—Fred W. Scarff, doing business as Avalon Laboratories, Chicago, Ill. (Filed June 18, 1923. Used since Feb. 10, 1923.)—Beauty Clay, Vanishing Cream, a Depilatory, Lemon Cleansing Cream, Face Powder, Shampoo, Cold Cream, Deodorant Cream, Tooth Paste, Almond Cream, and Beauty Packet Consisting of Beauty Clay, Cold Cream, Vanishing Cream, and Face Powder.

182,404.—William J. Dick, doing business as United States Cosmetics Co., St. Louis, Mo. (Filed June 25, 1923. Used since May 13, 1923.)—Face Powder, Hand Lotion, Vanishing Cream, and Cold Cream.

183,437.—Mary Faggio De Vito, Brooklyn, N. Y. (Filed July 19, 1923. Used since May 1, 1923.)—Hair Dye.

183,492.—Parfumerie de La Societe Hygienique Cottan-Porte & Cie., Paris, France. (Filed July 20, 1923. Used since 1919.)—Brilliantine.

183,494.—Parfumerie De La Societe Hygienique Cottan-Porte & Cie., Paris, France. (Filed July 20, 1923. Used since 1857.)—Perfumery.

183,495.—Parfumerie De La Societe Hygienique Cottan-Porte & Cie., Paris, France. (Filed July 20, 1923. Used since 1879.)—Soap.

183,496.—Parfumerie De La Societe Hygienique Cottan-Porte & Cie., Paris, France. (Filed July 20, 1923. Used since 1879.)—Perfumery.

183,497.—Parfumerie De La Societe Hygienique Cottan-Porte & Cie., Paris, France. (Filed July 20, 1923. Used since 1879.)—Soap.

183,498.—Parfumerie De La Societe Hygienique Cottan-Porte & Cie., Paris, France. (Filed July 20, 1923. Used since 1879.)—Perfumery.

183,882.—Kelnore Company, San Francisco, Cal. (Filed July 31, 1923. Used since June 26, 1923.)—Complexion Bags, Shampoo, Cold Cream, and Lotion.

184,058.—Atlantic Stores Corporation, Memphis, Tenn. (Filed Aug. 4, 1923. Used since Mar. 1, 1923.)—Flavoring Extracts for Foods.

184,376, 184,377.—Bellon et Cie., Paris, France. (Filed Aug. 13, 1923. Used since Dec. 1, 1921.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Face and Hair Lotions, Rouge, and Brilliantine.

184,783.—Garrett E. Bacorn, doing business as The Delicatex Company, New York, N. Y. (Filed Aug. 21, 1923. Used since June 17, 1922.)—Skin and Complexion Balm, Cream, or Lotion.

184,794.—Parfumerie De La Societe Hygienique Cottan-Porte & Cie., Paris, France. (Filed Aug. 21, 1923. Used since 1879.)—Soap.

184,795.—Parfumerie De La Societe Hygienique Cottan-Porte & Cie., Paris, France. (Filed Aug. 21, 1923. Used since 1879.)—Perfumery.

185,142.—Parfumerie Roger et Gallet, Paris, France. (Filed Aug. 29, 1923. Used since Jan. 23, 1911.)—Soaps in Cake Form, Soap Paste, and Soap Powders.

185,144.—Parfumerie Roger et Gallet, Paris, France. (Filed Aug. 29, 1923. Used since Apr. 6, 1898.)—Soaps, Namely, Soap in Cake Form, Soap Paste, and Soap Powders.

185,145.—Parfumerie Roger et Gallet, Paris, France. (Filed Aug. 29, 1923. Used since Apr. 6, 1898.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin, and Hair, and Perfumery.

185,568.—The Consumers Distributing Co., Pittsburgh, Pa. (Filed Sept. 10, 1923. Used since Aug. 13, 1923.)—Food-Flavoring Extracts.

185,636.—United Wholesale Grocery Company, Worcester, Mass. (Filed Sept. 10, 1923. Used since Aug. 1, 1922.)—Food-Flavoring Extracts.

185,873.—Joseph Cecil McKinney, doing business as Sanitary Health Sponge Co., Paris, Ill. (Filed Sept. 17, 1923. Used since 1911.)—Deodorant.

186,698.—Diamond, McDonnell & Co., Philadelphia, Pa. (Filed Oct. 8, 1923. Used since Sept. 27, 1923.)—Washington Crystals with Incidental Bluing Properties.

186,702.—First Lady Company, Inc., Salt Lake City, Utah. (Filed Oct. 8, 1923. Used since July 30, 1919.)—Face Powder, Lemon and Other Cleansing Creams, Tissue Cream, Skin Bleach, Vanishing Cream; Preparation Known as Tar Treatment for Cleansing the Scalp, Removing Dandruff, and Promoting the Growth of the Hair; Acne Cream, a Preparation for Removing Undesirable Hair Growth; Honey and Almond Cream, Rose Lotion, Lemon Lotion, Cocoanut-Oil Shampoo, Beauty Pack, Rouge Compact, Lip Sticks, Eyebrow Pencils, Toilet Water, and Perfume.

186,943.—Sophia Burlock, Chicago, Ill. (Filed Oct. 13, 1923. Used since June 15, 1923.)—Preparation for the Treatment of the Hair and Scalp.

187,008.—Lang & Peets, New York, N. Y. (Filed Oct. 15, 1923. Used since Aug. 1, 1923.)—Face Cream.

187,149.—Wallace B. Blakeley & Company, Los Angeles, Cal. (Filed Oct. 18, 1923. Used since Oct. 1, 1923.)—Face Paste and Powder.

187,220.—Ben Klein, Chicago, Ill. (Filed Oct. 19, 1923. Used since Apr. 2, 1923.)—Hair Tonic, Hair Dressing, Cold Cream, Face Powder, Toilet Water, Talcum Powder, Vanishing Cream, Massage Cream, Shampoo, and Perfume.

187,284.—Big 4 Chemical Products Company, Indiana

- Harbor, Ind. (Filed Oct. 22, 1923. Used since May 10, 1923.)—Hair Dressing.
- 187,440.—William George Pauxtis, doing business as The Pax Products Company, Wilkes-Barre, Pa. (Filed Oct. 24, 1923. Used since Jan. 1, 1923.)—Medicinal Compounds, More Especially a Liquid Antiseptic and Mouth Wash.
- 187,456.—Nelson Fry, Philadelphia, Pa. (Filed Oct. 25, 1923. Used since Sept. 20, 1922.)—Face Lotion.
- 187,458.—Jane Guernsey, San Jose, Cal. (Filed Oct. 25, 1923. Used since Sept. 1, 1923.)—Facial Packs.
- 187,585.—The Mineapo Co., Minneapolis, Minn. (Filed Oct. 27, 1923. Used since June 7, 1922.)—Food-Flavoring Extracts.
- 187,578.—S. Glemby's Sons Co., Inc., New York, N. Y. (Filed Oct. 27, 1923. Used since Oct. 17, 1923.)—Cold Cream, Almond Cream, Massage Cream, Lettuce Cream, Whitening Cream, Vanishing Cream, Face Powder, Rouge, Rouge Compacts, Powder Compacts, Rachelle Compacts, Coconut Shampoo, Tar Shampoo, Pine Shampoo, Henna Shampoo, Lip Sticks, Eyebrow Pencils; Hair Tonics, Oily; Hair Tonics, Dry; Hair Remover, Liquid Dandruff Remover, Hair Whitening, Nail Powder, Liquid Nail Polish, Cuticle Remover, Manicure Oil, Rough-Skin Lotion, and Hair Dye.
- 187,648.—Frederick Stearns & Company, Detroit, Mich. (Filed Oct. 29, 1923. Used since Oct. 17, 1923.)—Flavorings for Food.
- 187,887.—Ungerer & Co., Inc., New York, N. Y. (Filed Nov. 2, 1923. Used since February, 1923.)—Preparations for Scenting Perfumes and the Like.
- 187,974.—Milton W. Wolff, West Allis, Wis. (Filed Nov. 3, 1923. Used since Apr. 10, 1923.)—Preparations for the Treatment of Hair and Scalp.
- 188,221.—Jacob Shanks, St. Louis, Mo. (Filed Nov. 10, 1923. Used since Nov. 1, 1921.)—Polishing Compound Other Than an Abrasive or Detergent.
- 188,428.—Research Club, Inc., Chicago, Ill. (Filed Nov. 16, 1923. Used since Feb. 25, 1922.)—Soap, Neat's-Foot Compound, Leather Dressing, and Mohair Dressing.
- 188,445.—Societe Guerlain, Paris, France. (Filed Nov. 16, 1923. Used since 1914.)—Perfumery.
- 188,561.—La Pulita Chemical Co., Scranton, Pa. (Filed Nov. 19, 1923. Used since Aug. 15, 1923.)—Washing Fluid.
- 188,588.—Edward B. Cuddy, doing business as Crown Barbers Supply Co. and Crown Co., New York, N. Y. (Filed Nov. 20, 1923. Used since Dec. 1, 1903.)—Treatment of the Hair—viz., a Hair Grower.
- 188,652.—The American Ammonia Company, New York, N. Y. (Filed Nov. 22, 1923. Used since Sept. 8, 1923.)—Washing, Cleaning, and Polishing Compounds.
- 188,655.—The Armand Company, Des Moines, Iowa. (Filed Nov. 22, 1923. Used since Nov. 1, 1923.)—Face Powder, Perfume, and Rouge.
- 188,765.—Ruth Cora McNeill, Washington, D. C. (Filed Nov. 23, 1923. Used since Nov. 12, 1923.)—Ointment Used for the Promotion of Hair Growth.
- 188,913.—Daniel Leslie, doing business as General Utilities Co., Los Angeles, Cal. (Filed Nov. 26, 1923. Used since Sept. 1, 1923.)—Face Creams, Massage Creams, Perfumes, Sachets, Toilet Waters, Bath Salts, Smelling Salts, Talcum Powder, Tooth Paste, Tooth Wash, Lip Stick, Rouge; Bandoline, Liquid and Solid; Shampoo, Hair Tonic, Incense.
- 188,964.—William H. Lamb, doing business as The Clensom-Mint Company, Birmingham, Ala. (Filed Nov. 27, 1923. Used since Oct. 15, 1923.)—Dentifrices in Tablet Form.
- 189,010.—Rialto Barber Shop, Inc., New York, N. Y. (Filed Nov. 28, 1923. Used since July 1, 1923.)—Hair Tonic.
- 189,088.—Abraham Allison, doing business as Albro Laboratories, Bronx, N. Y. (Filed Dec. 1, 1923. Used since January, 1916.)—Hair Tonic, Dandruff Remover, Cough Sirup, Laxative Sirup; a Preparation for the Treatment of Obstinate Coughs, Hoarseness, Bronchitis, and All Pulmonary Complaints; a Throat Mixture for the Treatment of Sore Throat; a Mouth Wash; a Preparation for the Treatment of Dyspepsia, Indigestion, Wind Colic, etc.; a Preparation for the Treatment of Chronic and Inflammatory Rheumatism, Painful Affections of the Bones, Sciatica, and Neuralgia; a Menthol Liniment, Liver Pills, a Corn Remover, a Wart Remover, a Healing Ointment, an Ointment for Treating Eruptions and Irritations of the Skin, a Mustard Cream, Cold Cream, Baby Paste for the Treatment of Chafing Babies; a Drawing Salve for the Treatment of Boils, Carbuncles, Pimples, etc.; a Preparation for the Treatment of Constipation, Headaches, Bilioussness, Coated Tongue, and Stomach, Bowel, and Liver Complaints; Headache and Neuralgia Powders; and a Preparation for the Treatment of Chapped Hands, Face, and Lips and for the Removal of Freckles, Tan, and Sunburn.
- 189,138.—Pennsylvania Soap Company of Lancaster, Pa., Lancaster, Pa. (Filed Dec. 1, 1923. Used since Jan. 2, 1923.)—Soaps.
- 189,289.—Amendola Brothers, New Haven, Conn. (Filed Dec. 6, 1923. Used since Oct. 31, 1923.)—Hair-Dressing Preparation.
- 189,339.—Tooth-White Laboratories, New Philadelphia, Ohio. (Filed Dec. 6, 1923. Used since Oct. 1, 1923.)—Dentifrice.
- 189,584.—Puritan Pharmaceutical Co., St. Louis, Mo. (Filed Dec. 12, 1923. Used since Jan. 1, 1923.)—Hair Dressing.
- 189,729.—Floyd R. Perkins, Chicago, Ill., assignor to Charles Miller, Chicago, Ill. (Filed Dec. 15, 1923. Used since Dec. 12, 1923.)—Hair Dye.
- 189,782.—John Hilgers, doing business as Prynlis Company, Binghamton, N. Y. (Filed Dec. 17, 1923. Used since Dec. 3, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Shampoos, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.
- 189,843.—Clarence H. Clark, doing business as The Toothglo Company, San Francisco, Cal. (Filed Dec. 18, 1923. Used since Nov. 28, 1923.)—Liquid Tooth Paste and Dental Cleanser.
- 189,846.—H. Euziere & Cie., Grasse, France. (Filed Dec. 18, 1923. Used since 1919.)—Perfume Concentrates in Liquid Form.
- 189,855.—Stephen K. Karegeannes, doing business as New York Barber Supply Co., Milwaukee, Wis. (Filed Dec. 18, 1923. Used since Feb. 1, 1922.)—Toilet Water or Hair Tonic.
- 189,872.—Hiram Tyree, doing business as H. Tyree Chemical Company, Los Angeles, Cal. (Filed Dec. 18, 1923. Used since Nov. 1, 1923.)—Hair Tonics and Preparations for the Treatment of the Hair, Antiseptic Preparations, Foot Powders, Toilet Powders, and Talcum Powders.
- 189,917.—Salvo Manufacturing Company, San Jose, Cal. (Filed Dec. 19, 1923. Used since Jan. 15, 1923.)—Mechanics' Soap.
- 189,922.—Louis J. Stern, doing business as Novopin Company, New York, N. Y. (Filed Dec. 19, 1923. Used since 1912.)—Depilatory.
- 189,958.—Winola Corporation, Philadelphia, Pa. (Filed Dec. 20, 1923. Used since June 1, 1923.)—Disinfectants and Deodorants.
- 189,982.—Ruth Lichtentag, doing business as Paris Laboratories, New York, N. Y. (Filed Dec. 21, 1923. Used since Sept. 1, 1922.)—Face Powders in Compact, Loose, and Magazine Puff Form and Talcum Powders in Sifting Cans and Magazine Puff Form.
- 190,033.—Ariel D. Savage, doing business as Gorham Specialty Co., Boston, Mass. (Filed Dec. 22, 1923. Used since Jan. 1, 1909.)—Hair Restorers.
- 190,048.—Dan-D-Rem, Inc., Chicago, Ill. (Filed Dec. 24, 1923. Used since Nov. 25, 1923.)—Salve for the Removal of Dandruff.
- 190,068.—Charles G. Sinclair, doing business as Val Duray, New York, N. Y. (Filed Dec. 24, 1923. Used since Aug. 1, 1922.)—Facial Pack, Bleach Cream, Hair Restorer, Curling Liquid, and Hair Remover.
- 190,080.—William M. Martin, doing business as Chrox Research Laboratories, Cleveland, Ohio. (Filed Dec. 24, 1923. Used since Dec. 1, 1922.)—Antiseptic Germicide and Tissue-Builder Preparations.
- 190,165.—Frederick W. Jewett, doing business as Clayloid Laboratories, New York, N. Y. (Filed Dec. 27, 1923. Used since Oct. 1, 1922.)—Complexion Clay.
- 190,225.—F. R. Arnold & Co., New York, N. Y. (Filed Dec. 29, 1923. Used since July 14, 1922.)—Soaps.
- 190,258.—Larkin Co., Inc., Buffalo, N. Y. (Filed Dec. 29, 1923. Used since July 9, 1918.)—Dye Soaps.

190,357.—The Remmers Soap Company, Cincinnati, Ohio. (Filed Jan. 2, 1924. Used since May, 1922.)—Soap.

190,383.—Lehn & Fink, Inc., New York, N. Y. (Filed Jan. 3, 1924. Used since Sept. 14, 1906.)—Talcum Powder.

190,386.—L. T. Piver, Inc., Wilmington, Del., and New York, N. Y. (Filed Jan. 3, 1924. Used since 1913.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet Powder, Brilliantine and Eau de Cologne.

190,429.—Marcel J. Raffy, doing business as Marcel Parfumeur, New York, N. Y. (Filed Jan. 4, 1924. Used since Dec. 22, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

190,491.—Jasper Allen Borden, doing business as The Wishing Well, Los Angeles, Cal. (Filed Jan. 7, 1924. Used since May 10, 1921.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

190,627.—Jerome E. Baum, doing business as Dermay Co., New York, N. Y. (Filed Jan. 10, 1924. Used since Apr. 15, 1923.)—Perfumes, Face Powders, Powder Compacts, Face Creams, Rouge Compacts, Rouge Creams, Lip Sticks, Eyebrow Pencils, Toilet Waters, and Hair Tonics.

190,768.—Caron Corporation, New York, N. Y. (Filed Jan. 14, 1924. Used since Dec. 1, 1912.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet Powder, and Brilliantine.

190,769.—Caron Corporation, New York, N. Y. (Filed Jan. 14, 1924. Used since Dec. 7, 1923.)—Face Powder.

190,819.—Frederick Stearns & Company, Detroit, Mich. (Filed Jan. 14, 1924. Used since Oct. 17, 1923.)—Flavorings for Beverages.

190,841.—Martha Rebman Kelly, doing business as Kilmer Laboratories, Laredo, Tex. (Filed Jan. 15, 1924. Used since November, 1923.)—Face Clay, Cold Cream, and Hand Lotion.

190,858, 190,859.—Frederick Stearns & Company, Detroit, Mich. (Filed Jan. 15, 1924. Used since Nov. 22, 1923.)—Perfume, Toilet Water, and Face Powder.

190,868.—Caron Corporation, New York, N. Y. (Filed Jan. 16, 1924. Used since Dec. 7, 1923.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet Powder, Brilliantine, Eau de Cologne, and Rouge.

190,869.—Caron Corporation, New York, N. Y. (Filed Jan. 16, 1924. Used since Dec. 7, 1923.)—Face Powder.

190,870.—Caron Corporation, New York, N. Y. (Filed Jan. 16, 1924. Used since June 1, 1919.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet Powder, Brilliantine, Eau de Cologne, and Rouge.

190,945.—Tagessell & Schreiber, Buffalo, N. Y. (Filed Jan. 17, 1924. Used since Nov. 20, 1923.)—Perfume Vials.

191,165.—Carolina Remedies Company, doing business as Caro-Co Laboratories, Union, S. C. (Filed Jan. 23, 1924. Used since Dec. 26, 1923.)—Face Powder, Shampoo, and Face and Hand Lotion or Cream.

191,566.—Leo S. Osman, doing business as Old East Indian Co., Baltimore, Md. (Filed Jan. 31, 1924. Used since Jan. 26, 1924.)—Hair Pomade, Hair Shampoo, Pressing Oil, and Hair Tonic.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Mar. 19, 1920.)

These Registrations are not Subject to Opposition.

179,769.—W. J. Bush & Co., Inc., New York, N. Y. (Filed Dec. 11, 1922. Serial No. 173,172. Used since Mar. 1, 1903.)—Toilet Water.

180,114, 180,115.—The Remmers Soap Company, Cincinnati, Ohio. (Filed Nov. 4, 1922. Serial No. 171,591, 171,592. Used since July, 1922.)—Soap.

180,122.—George V. Gross & Company, New York, N. Y., assignor to William A. Sherry, Los Angeles, Cal. (Filed July 29, 1920. Serial No. 135,556. Used since Jan. 2, 1905.)—Food-Flavoring Extracts, Saccharin, and Vanilla Beans.

180,132.—The Armand Company, Des Moines, Iowa. (Filed Nov. 22, 1923. Serial No. 188,654. Used since June, 1922.)—Face Powder, Talcum Powder, Cold-Cream Face Powder, Rouge, Vanishing Cream, Cold Cream, Lip Stick,

Shampoo Preparations, Perfume, Complexion Creams, Hand Lotions, and Toilet Waters.

180,441.—Jean Jordeau, Inc., South Orange, N. J., and New York, N. Y. (Filed Jan. 19, 1923. Serial No. 174,788. Used since Dec. 1, 1922.)—Chemical Preparation for the Removal of Superfluous Hair.

180,475.—Northern Jobbing Company, Chicago, Ill. (Filed Oct. 5, 1922. Serial No. 170,335. Used since Sept. 7, 1922.)—Soap.

180,813.—B. Heller & Company, Chicago, Ill. (Filed Feb. 16, 1923. Serial No. 176,125. Used since 1894.)—Extracts, Flavors, and Flavorings for Use in Flavoring Food Products.

181,178.—Edward B. Cuddy, doing business as Crown Barber Supply Co., New York, N. Y. (Filed Nov. 20, 1923. Serial No. 188,589. Used since Dec. 1, 1903.)—Bay Rum.

181,180.—Raymond J. Stowell, doing business as R. J. S. Laboratory, Chicago, Ill. (Filed Dec. 26, 1923. Serial No. 190,136. Used since July 21, 1922.)—Cold Creams, Vanishing Creams, Massage Creams, Hair Tonics, Vegetals, Talcum Powders, Face Powders, Perfumes, Toilet Waters, Hair Dressings, and Bay Rum.

CANADIAN PATENTS AND TRADE-MARKS

For the information of our readers, we are running a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to:

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

237,688, hair tonic, Delphia Bouchard, La Malbaie, Quebec.

237,950, fountain tooth brush, Joseph A. Sargery and Forrest W. Lord, assignee of one-half interest, both of Sherbrooke, Quebec, Canada.

237,992, automatic cap for containers, Earl Franklin Chapman, Belleville, Ontario, Canada.

238,026, vacuum machine for applying and sealing caps to containers, Harry Ingram, Brooklyn, N. Y.

238,053, machine for filling cartons with granular materials, Andrew Francis Ney, East Kew, Victoria, Australia.

238,134, 238,135, two containers, Master Package Corp., Owen, Wis., assignee of Edwin F. Hulbert, Milwaukee.

238,259, cosmetic lotion, Thomas J. Newlyn, El Paso, Texas.

238,391, hair tonic, Dame Pierre Lamarre and Augusta Cochez, co-inventors, Montreal, Quebec.

238,569, apparatus for producing curled flaked soap, and 238,570, apparatus for cutting soap, both granted to Lever Brothers, Ltd., Port Sunlight, England, assignee of James R. Cove, Arlington Heights, Massachusetts.

TRADE MARKS REGISTERED IN CANADA

Baiser de Colombine, Diables Roses, Dame en Deuil, Femina, Tulipe Noire, perfumes and toilet articles, five trade-marks registered with the word Marceau connected with each, J. A. Marceau, Limitee, Montreal, Quebec.

Kist, food flavors and flavoring compounds, Citrus Products Co., Chicago, Ill.

Kitchen Klenzer, Fitzpatrick Bros. Chicago, Ill.

Canco, American Can Co., New York.

Superoxol, peroxide preparations, Merck & Co., New York.

Letter V for vanishing cream and letter C for cold cream, Pond's Extract Co., New York.

Zam-Buk, for all kinds of soap, C. E. Fulford, Ltd., Toronto, Ontario.

En Visite and Subtilité, for perfumes and all kinds of toilet preparations, Houbigant, Limitee, Montreal.

Three Flowers and Marvelous Cold Cream, with ornamental design in which appear two cupids with the letter H and words Richard Hudnut, etc. (two trade-marks), Richard Hudnut, Ltd., Toronto.

Néo-Riodine, rouges and other cosmetics, Pierre Paul Placide Astier, 45 rue de Docteur Blanche, Paris.

ACTIVITIES OF ASSOCIATIONS, ETC.

(Continued from Page 22)

ling. The new college song was sung, the words of which were written by Professor Sturmer and the music by Professor Viehoever, both of the faculty. Brief addresses were made by the president, W. C. Braisted, and Deans Sturmer and LaWall. Music was furnished by the Senior class orchestra.

American Drug Manufacturers

The thirteenth annual meeting of the American Drug Manufacturers' Association will be held April 7 to 10 at the Hotel Biltmore, New York, according to the announcement by its secretary, Carson P. Frailey. Committees will report on a code of ethics, catalogue simplification, and standardization of glass containers. Meetings of the crude drug and biological sections are also scheduled. Dr. W. W. Skinner and Dr. George W. Hoover will tell of the aims of the United States Bureau of Chemistry in the administration of the Pure Foods and Drugs Act. Dr. Hoover and Dr. A. E. Taylor, both of the Bureau of Chemistry, will attend a luncheon of the crude drug section on April 7. Free discussion, it is promised, will be permitted at all the section meetings.

Chemists' Club to Elect Old Officers

F. J. Metzger, president; Allen Rogers, resident vice-president; E. R. Weidlein, non-resident vice-president; Herbert G. Sidebottom, secretary; A. G. Robertson, treasurer, officers of the Chemists' Club, New York, have been named by the nominating committee for another term. R. T. Baldwin and R. B. Moore have been nominated as trustees for a three year term. The election will be held in April.

New Quarters for Druachem Club

The Druachem Club held a dinner on the evening of March 4 in its proposed new quarters over the Old Dutch Tavern, 15 John street, New York City. An enjoyable time was had by all and an opportunity was afforded the members to determine by personal inspection the advantages of the prospective new home for the club.

American Chemical Society

Plans are already under way for the next semi-annual meeting of the American Chemical Society, which will be held at Washington the week after Easter. The New Willard Hotel will be headquarters and the convention will open with the meeting of the Council on Monday, April 21.

Dr. Herty to Lecture to West Pointers

Leading members of the American Chemical Society will deliver a series of addresses on the development of chemistry in war at the United States Military and Naval Academies. The opening lecture at West Point will be given on April 9 by Dr. Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers' Association, who will discuss "Organic Chemistry in National Defense."

American Oil Chemists' Society

The fifteenth annual meeting of the American Oil Chemists' Society will be held at the Roosevelt Hotel (formerly the Grunewald), New Orleans, May 5 and 6, immediately preceding the annual convention of the Interstate Cottonseed Crushers' Association. President Battle is arranging a program of unusual interest.

Electrochemical Society's Meetings

The annual Spring meeting of the American Electrochemical Society will be held at the Bellevue-Stratford Hotel, Philadelphia, April 24 to 26. Two interesting symposiums are scheduled for this convention. The Autumn meeting will be held in Detroit, October 2, 3 and 4.

National Confectioners' Association

The 1924 convention and exposition of the National Confectioners' Association will be held May 19 to 24 on the Municipal Pier, Chicago, Ill.

SOME GEMS OF SCHOOLBOY WISDOM

Walter Mueller, secretary of Morana, Inc., sends us the following bits of juvenile precocity:

The men were sapling the maple trees.

The three largest cities in the United States are London, Atlantic City and Pennsylvania.

To stop nosebleed, stand on your head till your heart stops beating.

Changes from the active to the passive voice:

The guest sat in the parlor. The parlor sat in the guest.

God be with you. You be with God.

Mica is a kind of fertilizer used in stoves.

Diphtheria and smallpox are prevented by intersection.

Pennsylvania was founded for executed quakers.

Webster was a gift of the Nullification Act.

Two French explorers of the Mississippi Valley were Romeo and Juliet.

A mountain range is a large sized cook stove.

Oxygen is a colorless, odorless, tasteless gas. It does not burn but supports convulsions.

My skates are pall bearers. (ball bearing.)

In Greece they have highly sculptured people.

The chamois is valuable for its feathers, the whale for its kerosene.

Gravitation is that if there were none we should fly away.

Pompeii is a city that was buried under saliva from the vatican.

A scientific research is something way inside you that you don't know anything about.

Digestion is carried on in the stomach by the aid of acrobatic juices.

A flat foot means that the arch of the foot is even with your sole and heel.

Four animals belonging to the cat family are father cat, mother cat, and two kittens.

There were no Christians among the early Gauls; they were mostly lawyers.

George Washington married Martha Custis and in due time became the father of his country.

A permanent set of teeth, 8 canines, 8 cuspids, 2 molars, and 8 cuspidors.

Hydrophobia has almost entirely destroyed smallpox. It is made from a rabbit dried and ground into powder.

A vacuum is a large empty house where the Pope lives.

A circle is a round straight line with a hole in the middle.

Climate is caused by the emotion of the earth round the sun.

Gender shows where a man is masculine, feminine, or neuter.

The invention of the steamboat caused a network of rivers to spring up.

The three causes of the American Revolution was stamp act, tea act and travel without jewelry (jury).

A blizzard is the middle of a hen.

Sixty gallons make one hedgehog.

Typhoid fever can be prevented by fascination

When Cicero delivered his oration he was a prefix.

POOR TRANSLATIONS RUIN ADVERTISING

Faulty and incorrect translations of circulars and advertisements not only fail to convey the meaning intended by the manufacturer or exporter but frequently make a company ridiculous in the eyes of the prospective purchaser, says *Commerce Reports*. Some years ago a saddlery manufacturer, anxious to advertise his goods in Spanish-speaking countries, sent out pamphlets concerning single-horse buggy harness which he had for export. The translator, having no idea of the subject under consideration, made a literal translation, and the result was "Harness full of bugs for a bachelor horse." Vacuum cleaners have been made "cleansers of emptiness"; monkey-wrenches, "wrenches for monkeys"; iron washers, "machines to clean iron."

Accurate translation is one of the essential features of good advertising in other countries, and there are many reliable translation bureaus which are in a position to translate or to check translations before the manufacturing or exporting concern attempts to circularize a foreign clientele.



BULGARIA

IMPORT PROHIBITIONS. The importation into Bulgaria of an extensive list of goods not considered of prime necessity has been prohibited by a law effective January 17. Toilet soaps are in the list.

DOMINICAN REPUBLIC

IMPORTS.—Consul Charles Bridgman Hosmer, Santo Domingo, reports that trade with the United States in 1922 was much below recent previous years. This was true also of perfumery and soap. The total imports in this class for three years compare as follows, the share of the United States in this trade not being segregated:

Articles	1920	1921	1922
Perfumery, cosmetics and other toilet preparations	\$296,062	\$119,173	\$45,238
Soap	701,485	301,939	284,478

ENGLAND

PERFUME HOUSE BOOKS THEATRE TICKETS, ETC.—A. Bourjois et Cie., Ltd., in their new offices and showrooms at 4, Water Lane, London, E.C., have organized a service bureau for the benefit of their customers throughout the country, and now book hotel accommodation, theatre tickets, suggest programmes, execute business commissions, obtain information, and assist in any way both in business and socially. Intending visitors to London are invited to avail themselves of the service offered.

ITALY

GENERAL STAMP TAX ON PERFUMERIES AND MEDICINAL SPECIALTIES.—The stamp taxes levied in Italy on the sale of perfumeries, and medicinal specialties (art. 5 of the special tariff of Jan. 6, 1918, and Dec. 28, 1922), whether manufactured in the kingdom or imported, are abolished and the following general stamp tax on the exchange of ownership is to be collected from December 1, 1923:

	Lire.
Transfers up to 100 lire: For every 20 lire or fraction thereof	0.60
Transfers over 100 lire: For every 100 lire or fraction thereof	3.00

This tax does not apply to sales amounting to less than 10 lire. Perfumery in bulk, that is not contained in boxes, packages, bottles, and other wrappings, is subject to the same tax, with the exception of perfumeries and medicinal specialties intended for sale to the consumer at a price not exceeding one lira.

LITHUANIA

REVISION OF IMPORT TARIFF SCHEDULE.—A complete revision of the import tariff schedule of Lithuania has been
(Continued on Page 50)

THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

The last month has not been a particularly good one in the essential oil trade. There has been a general slump in business throughout the chemical and allied industries and in some lines it has been quite serious. Fortunately the essential oil industry has felt this slump only to a lesser degree. It has not been down in the dumps as far as have most of the other branches of the allied industries. But it has felt the dullness in business to some extent.

On the whole, the industry is to be congratulated upon its showing during the month. While prices in other lines of chemical industry have been hard hit and confidence in business has been rather rudely shattered, there has been but a moderate decline in the general list of essential oils and the trade has not at any time lost its optimistic bearing. The showing of the last month goes a long way toward proving that no speculative inflation existed in essential oils. Had there been such a condition, there would undoubtedly have been a resounding crash in values during the interval since our last review. Such a crash has come in other sections of the allied lines.

Taking up the commodities in groups, it may be said that the general tone of the floral essences has not been quite so strong as it was late in 1923 and early in the present year. While it is undoubtedly a fact that serious shortages of some items on the list exist and while shipment quotations are generally high, there is also the inevitable reaction in the New York market to augmented stocks even when those stocks are composed of extremely costly merchandise. There is a somewhat easier trend to lavender although aspic is higher than it was a month ago. Geranium oils have declined and larger supplies are available. Neroli does not advance despite the fact that primary market advices are very strong. There is too much here. Higher prices are to be expected later, however.

The citrus oils have been strongly in demand during the month. There has been some excellent business in futures in preparation for the spring and summer trade. The shipment situation is a firm one on all three of these oils and shipment quotations fully warrant the present levels or even higher prices on the group. The strength is likely to continue during the next few months. There is less speculative activity than is usual in this group.

Seed and spice oils are notably firm. The seed and spice market is one of the active and strong spots in the industrial situation. There is every reason to expect higher prices on most seed and spice oils. The only reason why they have not been forthcoming in greater numbers is that the demand for the oils has not been up to the usual levels. It is highly probable that better business in the oils will bring about rapidly advancing markets. Cassia, after a period of real weakness, has advanced sharply. China is

quoting higher prices and again reporting a scarcity and the spot levels have moved sharply higher. Even anise is under way with shipment prices higher and spot oil several cents above the recently prevailing market levels. Clove fails to advance as predicted, but this failure is due to intensely speculative conditions in the raw material which are holding values at lower levels than they should occupy. Mace and nutmeg oils are strong. Celery is holding up well. Caraway has not declined at all. Only coriander is slightly weaker.

The mint group has been featured by the continued strength and steady advance of its leading member, peppermint. There is a country squeeze for high prices every year. Usually, it amounts to little more than the dissemination of much misleading information in regard to crops, demand and prices, but occasionally a country advance is actually warranted and is sustained by real purchasing. When this happens, numerous consumers of moderate quantities have to pay extremely high prices for their goods. This is apparently one of those years. The country keeps about two jumps ahead of the rapidly advancing spot price. Other mint oils are virtually unchanged and interest in them is not important.

In the miscellaneous group, birch and sassafras are easier owing to receipt of additional important supplies. Vetiver is much higher and stronger. Citronella is again on the advance, with Ceylon quoting sharply higher prices and reporting heavy buying in Europe. Bois de Rose and linaloe are very strong. It is difficult to locate a steady supply of either of these items nor can prices be said to be in line with the intrinsic values of the materials.

On the whole, the market has been quiet but in a very healthy condition and ready to respond to developments. Prices are pretty stable and the outlook is not for generally lower quotations.

Synthetic and Aromatic Chemicals

The market has been featured by quite a number of downward readjustments. Without entering into detail in regard to these declines, all of which will be found in the accompanying tables of prices, it may be said it is the consensus in the trade that competition for steadily decreasing business has been the reason for practically all reductions. Even the strongest houses in the line have offered concessions for immediate business. This can be due to no general weakness on their part nor can it be due to lower production costs for there are no lower costs. It must, therefore, be traced directly to the slump which has fallen upon the market during the last month and which has slowed business down to the point where the dullness is beginning to cause some concern.

Sentiment among the manufacturers of high grade products has been consistently against competing upon the basis of price. They have been content to quote their products out at the usual profit and allow them to stand or fall upon the question of quality alone. This policy, however, has been disregarded to some extent during the month and on substantial sales some very low prices have been named even by the houses which pride themselves the most upon the quality of their offerings.

Despite this condition, however, it cannot be said that the market is an unhealthy one. There is very little inflation. The principal difficulty is still a lack of standardization. Possibly the present slump and consequent competition is a good thing in that it reduced the differential which has existed between the prices of the various sellers of similar types of goods. The day of the standard price is still far off, but it begins to look as if a reasonable range of prices, as there is already a rather narrow range of qualities, is not so far distant.

Although prices are being shaded in many quarters, it would seem to be good policy for consumers to purchase goods now if they expect to need them within a few months. There is little danger of any real break in prices in the industry and the careful buyer may well pick up a bargain here and there at this time which will be entirely out of the question a few weeks hence should the demand improve. There are indications that it will do so later.

Vanilla Beans

By no stretch of the imagination can the vanilla bean market be said to be in a more favorable position than it was a month ago. In fact it does not require any particularly penetrating powers of observation to see that the situation is worse than it was a month ago. Prices on all qualities are higher. Bourbons bring \$9 on spot when they are offered and shipments are quoted at even higher than this level, the landed cost figuring to about \$9.50 per pound. Even Tahitis have advanced and are quoted for shipment at as high as 400 francs, as unheard of price for this type of beans.

The Mexican situation is about the same as last month. There are no offers of beans in this market, although nominal prices exist. The new crop is now estimated at not more than 100,000 pounds of whole beans and about 30,000 pounds of cuts. This is about half the normal size. Extremely high prices are asked on the new crop which will not be available for several months. This crop information has been carefully checked by those actually on the ground and may be accepted as reliable. The consumer of vanilla unless he is covered as some are, on cheap contracts, is going to pay a lot of money for his beans during the next few months and probably for the whole of the coming season for supplies are almost sure to be well below the demand for goods.

It is hardly a graceful gesture to say, "I told you so," but at the same time it is difficult to resist the temptation to point out that the consumers who are now getting the benefit of the best prices on vanilla are those whose minds were open to the suggestion of the importers. At a time when even these factors were more or less puzzled despite their intimate knowledge of the business, it was hardly the part of wisdom for consumers who enter the market only occasionally to place their own judgment ahead of that of the importers. The true condition of the market has been pointed out in this column ever since the situation began to be acute and it has been told without bias and with regard only to the facts, no matter whose interests have been helped or hurt thereby. Those consumers who put confidence in these trustworthy reports are now getting beans at reasonably low prices. Many of the others are paying through the nose for their lack of confidence in the importers.

Sundries

A slight slump and recovery in menthol is about the only feature of this section of the market. The slump which broke the price to \$11.75 per pound, New York, was the result of a struggle for control between two important importers. The subsequent recovery took place after one importer had bought the other out. It may be said that for the remainder of the present month a strong menthol market seems to be inevitable. The demand is good and practically all of the available stocks are centered in the hands of one importer. Forward from March, the situation is not so strong. Over 400 cases are to be shipped in March and nearly an equal number during April and early May. What this will do to the price, especially after the active season is over may be conjectured. Nothing further of any importance in the sundries group is reported. Ambergris is firmer. Civet is steady. Lanoline is in fair demand. Alcohols are unchanged. If anything, they are slightly less active and somewhat easier than they were a month ago.

Enters "The Perfumer" in His Reading Life

(J. Justas, La Parfumerie. J. Justas, Montreal, Quebec.)

Enclosed is my check for subscription into 1925. It is with pleasure that I read your important review and now I enter THE AMERICAN PERFUMER in my regular reading life. I wish you all of the success you merit and long life.

Successful Business Letter

The successful business letter causes the receiver to feel see and hear—it shows the merchandise, tells the story sincerely and makes the prospect feel that he wants to buy.—*The Silent Partner.*

PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb.	\$3.50@	\$3.75
Almond, S. P. A.	3.75@	4.00
Almond, F. F. C. "Art"	2.15@	2.30
Almond, Sweet True	.40@	.45
Almond, Apricot Kernel	.25@	.29
Amber, crude	.80@	
Amber, rectified	1.00@	1.10
Amirys, balsamifera	3.25@	3.50
Anise, "lead free U.S.P."	.48@	.50
Aspic (spike) Spanish	1.15@	1.30
French	1.30@	1.40
Bay, Porto Rico	2.60@	2.70
West Indies	2.40@	2.60
Bergamot, 35-36 per cent.	3.50@	3.65
Birch, sweet N. C.	2.10@	2.20
Penn. and Conn.	4.50@	5.00
Birchtar, crude	.35@	.40
Birchtar, rectified	1.00@	
Bois de Rose, Femelle	4.25@	4.50
Cade, U. S. P. "IX"	.45@	.50
Cajeput, Native U. S. P.	1.10@	1.15
Calamus	4.25@	
Camphor, "white"	.16@	.18
Cananga, Java	2.20@	2.40
Cananga, Java rectified	3.25@	3.50
Caraway Seed, rectified	8.75@	9.75
Cardamon, Ceylon	30.00@	
Carvol	17.00@	18.00
Cassia, 80@85%	Nominal	
Cassia, rectified, U.S.P.	2.75@	3.00
Cedar Leaf	1.15@	1.25
Cedar Wood	.33@	.35
Celery	12.00@	
Cinnamon, Ceylon	11.50@	14.00
Citronella, Ceylon	.83@	.88
Citronella, Java	1.15@	1.25
Cloves, Bourbon	2.85@	3.00
Cloves, Zanzibar	2.40@	2.65
Copaiba	.40@	
Coriander	15.25@	17.00
Croton	1.15@	1.20
Cubeb	6.00@	6.25
Cumin	15.00@	
Dillseed	5.00@	5.25
Erigeron	1.45@	
Eucalyptus, Aus. "U.S.P."	.85@	.90
Fennel, Sweet	1.25@	
Geranium, Rose Algerian	7.25@	7.75
Geranium, Bourbon	6.75@	7.00
Geranium, Turkish		
(Palma rosa)	4.50@	4.75
Ginger	7.00@	
Gingergrass	3.00@	
Guaiaic (Wood)	5.00@	
Hemlock	1.15@	1.40
Juniper Berries, rectified	1.50@	1.75
Lavender, English	38.00@	
Lavender, U.S.P. "IX"	5.00@	6.50
Lemon	.82½@	.95
Lemon "Calif"	.80@	.90
Lemongrass	.90@	
Limes, distilled	1.25@	1.40
Limes, expressed	1.90@	
Linaloe	4.00@	4.25
Mace, distilled	1.40@	
Mirbane	.15@	
Mustard, genuine	15.00@	17.00
Mustard, artificial	3.90@	4.10
Neroli, Bigarade, Pure	100.00@	130.00
Neroli, Petale, extra	80.00@	100.00
Orange, bitter	2.75@	
Orange, sweet, W. Indies	2.65@	2.80
Orange, sweet, Italian	3.25@	3.50

Orange, Calif.	3.20@	3.40
Origanum, imitation	.30@	
Orris Root, concrete, foreign	5.25@	
Orris Root, concrete, domestic	3.00@	3.50
Orris root, absolute (oz.)	50.00@	55.00
Parsley	4.00@	
Patchouly	6.25@	6.75
Pennyroyal, American	2.40@	
Pennyroyal, French	2.10@	2.25
Peppermint	4.00@	4.25
Peppermint, redistilled	4.20@	4.45
Petit Grain, So. American	2.15@	2.25
Petit Grain, French	8.00@	9.00
Pimento	2.35@	
Pine Needles, from Pinus		
Sylvestris	2.00@	
Rose, Bulgaria (oz.)	7.00@	10.00
Rosemary, French (lb.)	.55@	.60
Rosemary, Spanish	.50@	.55
Rue	4.50@	
Sage	3.80@	4.00
Sage, Clary (oz.)	3.00@	4.50
Sandalwood, East India	6.90@	7.15
Sassafras, artificial	.40@	.45
Sassafras, natural	1.80@	1.95
Savin, French	3.00@	
Snake Root	18.00@	
Spearmint	2.60@	2.70
Spruce	1.15@	1.40
Tansy	5.00@	6.00
Thyme, French, red	1.00@	1.10
Thyme, French, white	1.10@	1.20
Thyme, Spanish, red	1.00@	
Vetiver, Bourbon	9.50@	10.00
Java	30.00@	32.00
Wintergreen, Southern	4.25@	4.35
Pennsylvania	7.50@	9.00
Wormseed	6.75@	7.25
Wormwood	4.50@	5.00
Ylang-Ylang, Manila	30.00@	40.00
Ylang-Ylang, Bourbon	5.00@	8.50

DERIVATIVES AND CHEMICALS

Acetophenone	5.00@	
Amyl Salicylate, dom.	1.60@	1.75
Amyl Salicylate, foreign	2.25@	3.00
Anethol	1.25@	1.50
Anisic Aldehyde, foreign	4.50@	
Domestic	3.75@	
Benzaldehyde, U. S. P.	1.65@	
Benzaldehyde, F.F.C.	2.15@	2.25
Benzilidenacetone	2.50@	4.50
Benzyl Acetate, domestic	1.65@	1.90
Benzyl Acetate, foreign	1.75@	2.00
Benzyl Alcohol	1.75@	1.80
Benzyl Benzoate	1.75@	2.00
Borneol	2.75@	
Bornylacetate	4.25@	
Bromstrol	2.50@	3.50
Carvol	17.00@	18.00
Cinnamic Acid	3.35@	3.50
Cinnamic Alcohol	10.00@	12.00
Cinnamic Aldehyde	3.75@	4.25
Citral	2.75@	
Citral C. P.	3.50@	5.00
Citronellol, domestic	8.00@	10.00
Citronellol, foreign	10.00@	12.00
Cumarin, artificial, dom.	3.95@	4.25
Cumarin, artificial, for.	5.25@	
Diphenylmethane	2.50@	3.00
Diphenyloxide	1.00@	1.40
Ethyl Cinnamate	5.50@	
Eucalyptol	.95@	1.00

Eugenol	3.50@	4.00
Eugenol, foreign	4.50@	5.00
Geraniol, domestic	3.80@	4.00
Geraniol, foreign	4.50@	4.75
Geranyl-Acetate	5.00@	
Heliotropin, domestic	2.25@	2.50
foreign	2.50@	3.00
Indol, C. P. (oz.)	9.00@	
Iso-Butyl-Salicylate		nominal
Iso Eugenol	4.75@	5.00
Linalool	5.50@	6.50
Lily Base (Hydroxycitronellal)	13.00@	15.00
Linalyl Acetate 90%	8.25@	8.75
Linalyl Benzoate		nominal
Methyl Acetophenone	5.75@	6.00
Methyl Anthranilate	2.75@	
Methyl Cinnamate	5.50@	6.00
Methyl Eugenol	9.00@	10.00
Methyl Heptenone	9.00@	
Methyl Heptene Carbon	39.00@	44.00
Methyl Iso Eugenol	13.00@	
Methyl Paracresol	6.00@	
Methyl Phenylacetate		
Art. Honey Aroma	6.50@	
Methyl Salicylate	.48@	.52
Musk Ambrette	15.00@	16.00
Musk Ketone	18.00@	Nom.
Musk Xylene	4.50@	
Nonylic Alcohol	40.00@	52.00
Phenylacetalddehyde	10.00@	12.00
Imported	14.00@	16.00
Phenyl Ethyl Acetate	15.00@	17.50
Phenylethyl Alcohol	8.50@	9.00
Phenylacetic Acid	3.50@	
Rhodinol, domestic	18.00@	22.00
Rhodinol, foreign	20.00@	22.00
Safrol	.55@	.60
Skatol, C. P. (oz.)	10.00@	20.00
Terpineol, C. P., dom.	52½@	.60
Terpineol, C. P., imp., lb.	1.00@	1.15
Terpinyl Acetate	1.75@	1.90
Thymol	3.50@	4.00
Vanillin (oz.)	.53@	.57

BEANS

Tonka, Beans, Para.	.95@	1.00
Tonka, Beans, Angostura	2.20@	2.35
Vanilla, Beans, Mexican	11.00	Nom.
Mexican, cut	9.00	Nom.
Vanilla Beans, Bourbon whole	9.00	Nom.
Vanilla Beans, Bour. cut		Nominal
Vanilla Beans, Tahiti yellow label	7.00	Nom.
White label	7.25	Nom.

SUNDRIES

Alcohol Cologne spts., gal.	4.83@	4.99
Ambergris, black (oz.)	15.00@	18.00
Ambergris, gray (oz.)	28.00@	
Chalk, precipitated	.03½@	.06½
Civet horns (oz.)	2.65@	
Lanolin hydrous	.22@	.24
Lanolin anhydrous	.24@	.30
Menthol	12.25@	12.50
Musk, Cab. pods (oz.)	18.00@	20.00
Musk, Cab. grains (oz.)	26.00@	28.00
Musk, Tonquin, gr. (oz.)	36.00@	
Musk, Tonquin, pods (oz.)	22.00@	23.00
Orris Root, Florentine, whole	.08@	.10
Orris Root, Powdered	.10@	.15
Rice Starch	.09@	.12
Talc. domestic (ton)	18.00@	40.00
Talc. French (ton)	25.00@	50.00
Talc. Italian (ton)	45.00@	60.00

FOREIGN CORRESPONDENCE

(Continued from Page 47)

published in the *Official Gazette*. The majority of the commodities are dutiable at the same rates as under the tariff schedule in effect since March, 1923; but the duty on certain luxury articles, such as alcohol and spirituous liquors, cosmetics and perfumes (all formerly dutiable at 25 per cent) has been increased to 40 per cent ad valorem.

NETHERLANDS EAST INDIES

SANDALWOOD, CITRONELLA AND OTHER OILS.—Consul Charles L. Hoover, Batavia, in a report to the Commerce Department, regarding essential oils, says:

"Investigations have been carried on to determine whether or not sandalwood oil could be profitably produced in this country, but these investigations resulted in the discovery that the supply of sandalwood in the Island of Timor, from which the greater part of the wood is obtained, was rapidly approaching exhaustion and that there was not sufficient in reserve to justify an attempt at the production of oil. Measures have been adopted to preserve the remaining supply and to promote the planting of new areas to this tree.

"The production of 'cananga' oil, which is similar to the 'ylang-ylang' of the Philippines, was practically nothing owing to a sudden heavy decline in the prices and to the fact that large stocks from 1920 and 1921 were still in the hands of the merchants and producers. Cajuput, a medicinal oil, something like eucalyptus oil in appearance and having a very unpleasant odor, was produced in considerable quantities, 234,328 pounds having been exported from the port of Macassar.

"The citronella oil market was active throughout the year owing to increased demand from the soap manufacturers and to a certain shortage in the Ceylon crop. Batavia prices were reluctantly paid by the foreign purchasers, however, and it seems to be feared that in spite of the high quality of the Javanese oil, users will seek substitutes elsewhere. The exports of this article in 1922 were considerably larger than in 1921, the quantities having been 435 metric tons in the former year and 273 tons in 1921. This condition was due partly to the fact that considerable quantities were held over from the 1921 crop and also to the stimulation afforded to the industry by the higher prices."

POLAND

CUSTOMS DUTIES PLACED ON GOLD FRANC BASIS.—Effective January 1, 1924, the Polish base import duties were converted to units of a theoretical gold franc, payable in Polish marks at the exchange rate established daily by the Minister of Finance. So-called "luxury articles" will continue to pay the customs duty in actual gold coin.

SWEDEN

DECLINE IN SWEDISH BOTTLE MANUFACTURING.—Swedish industry in manufacturing bottles has declined greatly, according to the American consulate general at Stockholm, due chiefly to economic changes after the war. One reason is that a large amount of the Swedish exportation of bottles was to England, where they were filled and then sent to the dominions and colonies. However, the war ended the shipment of bottles to England, and in consequence the dominions and colonies had to procure their own beverages and bottles. In this way England lost a considerable middleman

trade in bottles and Swedish bottle manufacturers a very large customer.

TURKEY

VEGETABLE OIL CONSUMPTION TAX ABOLISHED.—The consumption tax of 80 piasters per kilo imposed on vegetable oils on October 29, 1923, has now been abolished.

SIERRA LEONE

EXPORT DUTY ON PALM OIL ABOLISHED.—The export duty of £1 0s. 10d. per ton on palm oil has been abolished by an Order in Council effective November 26, 1923.

BULGARIAN ROSE OIL SITUATION

Constantly advancing prices and reports of a serious shortage of Bulgarian rose oil have led to the publication recently of numerous rumors and reports emanating from more or less irresponsible sources as to the crop of the oil and the conditions surrounding its production. There has been some little truth in these stories but it has been so intertwined with misinformation, a part of which was evidently intended to influence the market that a definite statement of conditions is needed to clarify the situation.

Leading importers of rose oil in this market who were interviewed in an effort to ascertain the facts were in very definite agreement on certain points and it may reasonably be assumed that these points comprise the principal influences at work on the rose oil crop and market situation. Where serious contradictions have arisen in the reports received from various sources, it is fairly safe to assume that the information is questionable to say the least.

The consensus of views obtained in this canvass of importers is that the era of bumper rose oil crops from Bulgaria is past. None of the importers expects a crop within the next few years which could be considered as a normal one in terms of pre-war crops. It is probable that smaller and smaller crops will result until the price of the oil reaches the point where profits from its culture approximate those to be secured from raising tobacco which has now largely supplanted the culture of the rose. Last year Bulgaria grew 120,000,000 pounds of tobacco, a quantity unheard of a few years ago. It grew this on land formerly given over very largely to the culture of roses. The change was due to better profits from the tobacco crop at a time when oil of rose was comparatively cheap in all consuming markets. This change cut the rose crop to not much more than 60 per cent of the average crop. This year it is probably less, although definite figures from an authoritative source are not yet at hand.

Another influence at work is the unsettled political situation in Bulgaria. It will be recalled that last year's harvest was very nearly destroyed by a revolution which started just at harvest time. Growers are never certain when this will happen again. In fact so acute is the situation that leading shippers store no oil at all in Bulgaria but transfer it immediately after manufacture to other markets for safe keeping.

A somewhat more fanciful explanation of the declining yield but one which was mentioned in several directions is the well known fact of the value of crop rotation. It is pointed out that the inevitable deterioration of crops grown each year upon the same land may have set in on the Bulgarian rose crop. This would naturally lower the yield and possibly the quality of the oil. It is not so important an influence as the other two but may have some bearing upon the crop situation.

The net result of these influences seems to be a gradual working toward smaller and smaller supplies and probably higher and higher prices for high grade Bulgarian material. The decrease in supplies will only be checked when the price reaches the point where rose culture is at least as profitable as the growing of tobacco and other crops.



MICROSCOPICAL STRUCTURE OF SOAP

As various difficulties which arise in soap manufacture cannot be solved by ordinary chemical means, Mr. Kenneth Maclellan (*Journal Society Chemical Industry*, XLII, No. 40, 393 T) has undertaken an investigation into the microscopical structure of soap. One such defect mentioned is that known as "oil spots." An examination of soap sections by polarized light shows that various phases or conditions exist, and the appearance of a soap is dependent upon these phases. The structures recognized may be divided as follows: (a) Soap crystals. These may be either solid crystals or crystalline fluids. (b) Soap fibres. These are of fair length, and occur as either irregular tangled masses or rope-like masses. (c) Soap curds, to be distinguished from the curds in a technical sense. (d) Soap gels. Although some transparent soaps might be called gels, the author remarks that material having the optical properties of an ordinary gel have rarely been observed. He used a special microscope which was described in the article.

Several typical soaps were then examined. Ordinary opaque commercial soaps show mostly the fibrous structure. The structure of a silicate-containing soap varies according to the amount of filler present. The only structure of opaque soap between parallel nicols was a faint fibrous mass with irregular whorls. On heating such sections, the soap became strongly anisotropic, and passed into the crystalline fluid condition. Transparent soaps are isotropic, yielding no picture with either crossed or parallel nicols. Spherical anisotropic globules were noted, and such soaps behave in a characteristic manner when the film is heated.

Commercial soft soaps were examined, and figging was seen to be due to a definite partial crystallization. Soft soaps have a fluid crystal structure. By means of the microscope, the saponification process could be readily followed, while the effect of graining is clearly demonstrated. Research Laboratories of Lever Bros., Ltd., is amply illustrated, and is well worth further consultation.

Protest Overruled on Perfumed Soap Fruits

In an opinion overruling a protest of the LeBenart Import Company the Board of General Appraisers concludes that imported perfumed soap in the form of apples, pears and other fruits was properly assessed at the rate of 60 per cent ad valorem under paragraph 1419 Tariff Act of 1922, as artificial fruit of whatever material composed. The importers contended for duty either at 15 or 30 per cent ad valorem under the provisions of paragraph 82, Tariff Act of 1922.

Lord Leverhulme Wins Messel Medal

The Messel medal, founded by the late Dr. Rudolph Messel in 1921, has been awarded to Viscount Leverhulme by the council of the Society of Chemical Industry. The 1923 recipient, who is in Australia, has cabled his acceptance of the award, and it is understood that he will deliver his lecture before the society at the forthcoming annual meeting, which will open in Liverpool, July 9.

WASHINGTON VEGETABLE OIL HEARING

(Continued from Page 5)

W. E. Fackert, receiver for the Southern Cotton Oil Company, testified that the export market for cottonseed oil is being absolutely destroyed by the tariff, and that the cottonseed cake and peanut cake are coming into competition with each other to the detriment of both in the domestic market.

Louis A. Waltke, of the Waltke Soap Company, makers of cold pressed soaps, said that this product requires high-grade coconut oil which cannot be obtained under the present tariff. He said that the only coconut oil which is coming in is Philippine copra, which is an inferior product.

Chessman Kippredge of the Vegetable Oil Corporation asked for a lower duty on coconut oil.

A number of importers of oil, including R. N. Delaphane, representing the Olive Oil Association, urged a reduction in the duty on olive oil. The olive oil importers took the position that the California olive oil producers get no protection, and that the possible protection in this country is so much less than the total consumption that a duty unnecessarily increases the cost of the imported oil.

Farmers Oppose Reduction of Duty

Opposition to any reduction in the duty on vegetable oils was expressed by a number of witnesses, including Charles W. Holman, representing the milk producers and National Board of Farm Organizations, and Edward Woodall, representing the cottonseed crushers. William R. Morse, of the American Fish Oil Association, objected to a reduction in duties on fish oils. Mr. Holman asked that the investigation be broadened to include raw materials from which vegetable oils are made, such as peanuts and soya beans, and also derivatives of the oils, including glycerin.

Hearings also took place before the commission in the investigation of duties on linseed oil which was ordered some months prior to the general investigation on vegetable oils.

Applications which were filed by soap manufacturers and others for reductions in duties on vegetable oils have been made public by the commission.

Colgate & Co. in an application declared that investigation of present duties will show that they are excessive and useless, and that "they narrow the range of materials available to soap makers and if effective increase the cost of a common necessity." It was declared that there is no compensating gain to any American industry by reason of high duties on vegetable oils.

The Windsor Soap Company of Buffalo, N. Y., declared that duties imposed on vegetable oils are ridiculous and that soap makers of the country have grounds of complaint

in the way they have been treated by the levy of these duties.

B. T. Babbitt, Inc., New York, declare that excessive duties now in effect are having most harmful results and that "the present high cost of soap is primarily due to the high cost of tallow and the scarcity of cheap vegetable oil."

Graham Brothers Soap Company of Chicago declared that the duty on coconut oil should be reduced from two cents to one cent per pound and that on tallow from one-half cent to one-quarter cent per pound.

The petition of the Bureau of Raw Materials for a reduction in the duty on coconut oil was supported by an affidavit of F. M. Barnes of the Procter & Gamble Company. Mr. Barnes said that the total conversion cost in the copra mill of the company at Ivorydale, Ohio, is less than three-quarters cent per pound for each pound of coconut oil produced. The contention was advanced that the duty of two cents per pound on coconut oil exceeds the difference in the cost of production in the United States and the principal competing countries.

In an application relating to soya bean oil the Bureau of Raw Materials said that the cost of converting soya beans into oil is less in the United States than abroad, especially in Manchuria. The duty of two and one-half cents per pound on soya bean oil is said to be more than five times the total cost of producing this oil in the United States.

The Bureau of Raw Materials' petition for a reduction in the duty of inedible animal tallow from one-half cent per pound to one-quarter cent per pound declare that it cost no more to produce this commodity in the United States than it does in Argentina and Australia. Similar statements relative to excessive duties were made by the Bureau in connection with whale oil, which carries a duty of six cents per gallon, and various fish oils not specially provided for which are dutiable at 20 per cent ad valorem.

The application for a reduction in the duty on peanut oil from four cents to two cents per pound declared that there is no possibility of obtaining sufficient domestic supplies to fill the gap caused by the failure to import peanut oil under the high tariff prevailing.

TESTING FOR UNSAPONIFIABLE MATTER IN GREASE AND OILS

A paper on the determination of unsaponifiable matter in grease and oils by G. S. Jamieson. *Cotton Oil Press* 7, No. 9, 40-1 is reviewed in Chemical Abstracts as follows:—Methods for the determination of unsaponifiable matter are given in the hope that a number of chemists will collaborate with the A. O. A. C. referee this year. The A. O. A. C. method slightly modified and that of the Committee on Analysis of Common Fats and Oils of the A. C. S. (*C. A.* 13, 268) are printed in full with a new procedure by Kerr and Sorber, as follows: To 5 g. of the sample in a 200-cc. flask heated to boiling with 15 cc. of 95% EtOH add 15 cc. of EtOH + 3cc. of 1 : 1 aq. KOH, also boiling. After boiling gently 10 minutes cool the mixture, add 50 cc. of Et₂O and transfer to a separatory funnel. Rinse the flask twice with Et₂O, add to separatory funnel and mix by gentle rotation. Add 150 cc. of H₂O and mix by rotation, draw off the soap solution and wash the Et₂O solution twice with 100 cc. of H₂O without shaking. Continue to wash until free from alkali. Transfer to a beaker, remove Et₂O and dry to constant weight. Results tabulated indicate that the K.-S. methods checks closely 4 extensions by the A. O. A. C. methods.

Features to Be Found on Other Pages

Readers of the SOAP SECTION may find items of interest in our Trade Notes, as well as in Patents and Trade Marks and Washington and Foreign Correspondence.

METHOD FOR MAKING SOLID, WELL LATHERING AND OPAQUE POTASH SOAPS*

Various methods for the artificial production of fatty acids of a low molecular weight have been published recently. These products were important enough theoretically, but seemed to have no considerable practical value. It has been found, however, that the artificial fatty acids may be added to natural fatty acids, and that this mixture furnishes hard, stable potash soaps which lather well and are not used up too quickly.

The fact that the potash soaps are superior to the soda soaps in certain respects is well known and has led to various attempts to produce solid neutral and stable potash soaps. The production of such soaps has been accomplished with the aid of fats and fatty acids with a high melting point, but they lack lathering capacity, especially in cold water. This disadvantage is removed by the addition of effective quantities of fatty acid from coconut and palm kernel oils, but this destroys the stability of the soaps. They become soft in storage and in use and are used up too quickly. It has been discovered, however, that well lathering and not transparent potash soaps can be produced from fats and fatty acids with a high melting point, if artificial fatty acids with a high saponification number and a low carbon content are added in place of the acids of natural fats. The artificial fatty acids themselves furnish soft soaps with an excellent lathering effect and confer this quality upon the final product. A patent for this method has been obtained by Otto Roessler in Dresden (German Patent 371,556). The method permits the production of non-transparent, hard and well lathering potash soaps of a light color. This was formerly considered impossible.

Example 1.—95 kg hardened fatty acid and 5 kg artificial ceranthic acid are saponified in the usual manner with potash lye and manufactured further.

Example 2.—92.5 kg stearin and 7.5 kg artificial fatty acid with the saponification number 300 are treated as in example 1.

*From *Zeitschrift der Deutschen Oel- und Fett-Industrie*. Vol. XLII, No. 14

DISCOLORATION OF CORN-OIL SOAP

A paper on the discoloration in corn-oil soap and the possibility of preventing its development, I. E. G. R. Ardagh, J. C. Bell, F. S. Spence and Alex Murray. *Can. Chem. Met.* 7, 302-7 is reviewed in *Chemical Abstracts*. The following possible causes of discoloration were investigated: color of the oil, unsaponifiable matter, action of light, action of oxygen, influence of moisture and influence of unsaturated glycerides. Refining the oil improves the color as does bleaching. Air and light produce discoloration and develop an acid condition. The surface discoloration results from the oxidation of the soaps formed from the unsaturated glycerides present in the oil.

Hawaii Good Customer for American Soap

Shipments of soap from the United States to Hawaii in the complete years mentioned were as follows, according to figures issued by the Department of Commerce:

Soaps—	1922		1923	
	Pounds	Value	Pounds	Value
Toilet or fancy...	\$109,441	349,167	\$92,930
Other soap	319,744	4,792,728	340,583
Totals	5,620,579	\$429,185	5,141,895	\$433,513

Vegetable Oil Industry of Amsterdam

A complete report on the vegetable oil industry of the Amsterdam Consular District, Netherlands, has been received from Vice Consul C. Porter Kuykendall, by the Department of Commerce, and may be reviewed by referring to No. 99,995, Bureau of Foreign and Domestic Commerce, Foodstuffs Division.

TRANSPARENT SOAPS*

By Dr. J. LEIMDOERFER

(From Page 665, February, 1924)

Preventing Formation of Grain

The possibility of the prevention of the formation of grain in natural grain soft soaps lies in the corresponding increase of the viscosity, or of the temperature.

A natural grain soap therefore consists of two systems of colloid solutions that are different in nature: The base which represents an emulsoid and is transparent, and the grain which represents a suspensoid and is opaque.

And now, how about the transparent soaps? Here we have exclusively sodium salts of the fatty acids and a rather high content of fats rich in stearine; that is, a pronounced and predominating inclination for the formation of excess of suspensoid, the character of which should dominate the whole substance. And in spite of this the production of transparent soaps is possible. If the base soap of a transparent soap is solidified we get a white opaque soap that resembles grain soap and has a melting temperature of 46° to 48°. When alcohol is added to a soap of this kind we can observe that the solidification point of the soap sinks as the alcohol content grows steadily, until at a certain point the gelatinization ceases entirely and the cooled soap becomes a clear, thinly liquid product. The alcohol is also used in the manufacture of soaps which remain liquid, for instance in soap distributors.

Our purpose, however, is to check the formation of suspensoids and to retain the system "liquid+liquid" in the soap, because we know that this system is transparent. The task of the alcohol in the transparent soap is the preservation of the emulsoid character to as low a temperature as possible. As this possibility is given by the alcohol our aim has to be to limit the reduction of the melting point of the soap to a minimum, because this influences the hardness of the soap. Normally we will go just far enough with the alcohol to get close to the boundary line of the emulsoid and the suspensoid, in order to maintain the transparency, but not beyond this line.

From the natural grain soft soaps we have learned that the formation of the grain can be prevented, if the viscosity of the soap substance is influenced correspondingly. This possibility is always utilized in the manufacture of transparent soaps. The means for this purpose are glycerine, and sugar solutions. The viscosity of the soap is increased by these agents and less alcohol is required. With the aid of glycerine and sugar solutions a degree of viscosity that checks the movement of the soap particles is attained at a higher temperature than permitted by the use of alcohol alone.

A transparent soap, therefore, is a soap emulsoid that has been checked in its development after it had been brought to the boundary-line of the suspensoid.

After the soap has been so highly adjusted in its internal friction that a movement in it no longer has to be feared the alcohol becomes unnecessary. It is known that the alcohol is permitted to evaporate before the soap is marketed. The transparent soap containing alcohol is very flexible. It still represents what we call a "flowing" substance and remains so in a high measure, even after the evaporation of the alcohol. But if we heat a soap of this kind above its melting point after the evaporation of the alcohol and then permit it to solidify the transparency ends and we get an opaque soap. The forced condition in the soap only begins when the alcohol has evaporated, and the colloid is decom-

posed, as soon as we offer it the possibility of motion into the suspensoid. This explanation of the character of the transparent soaps enables us to adjust the mixture for them correspondingly.

In the first place it is necessary to produce soaps of this kind as hard as possible. The hardness is a function of their internal friction. It, therefore, has to be our aim to work the greatest possible quantity of stearine, tallow, pressed tallow or hard fats into the mixture. The product also has to show a good lathering effect. For this purpose any kind of a "glue" (palm-kernel or cocoanut oil) is used. The emulsoids have to be as light colored as possible and this is best accomplished with castor oil. The quantity of hard fat to be used has a limit, however. Practically it is limited by the fact that with the increase of the quantity of hard fats the quantity of alcohol has to be increased largely, in order to prevent the formation of the suspensoid.

The solidification temperature of the transparent soap should not be below 32°, as otherwise it will be difficult to bring it into solid form, especially in summer. If a new mixture is to be used, it is advisable to determine the dripping point of the soap. This is done in the following manner: A thermometer is immersed in the soap and the latter solidified on the mercury bulb of the thermometer. Then the thermometer is placed in a vessel containing xylene and watched until the soap becomes loose. The point at which the soap separates itself from the glass is the dripping point, and it should be between 32 and 36° C. When soaps corresponding with a known soap are to be produced, the titer of the fatty acids employed and the concentration of the foots of their soda soap are also determined. If these data in the new mixture correspond with the old ones and the saponification number also is approximately the same, the same working method can be used and the same results will be obtained. But the higher the titer, the more alcohol will be required to attain the same result. Less alcohol will be necessary, if the titer is low. On the other hand less glycerine will be required, because the inner viscosity increases with the titer. If the titer is lowered, a quantity of glycerine corresponding with the quantity of saved alcohol has to be added. The same rule is valid for the sugar solution which likewise is intended to increase the viscosity as much as possible, before the soap emulsoid is transformed into a disturbing soap suspensoid.

Possible Sources of Defects Outlined

In the manufacture of transparent soaps the following sources of defects are possible:

1. Fats rich in stearine, such as tallow, pressed tallow and stearine, are used in too large quantities. In this case the result is a soap in which the transformation of the solid parts into suspensoids sets in before the total solidification of the soap. In the heated state the soap appears normal, but after slow cooling of the "glass sample" it has a dry touch and shows a noticeable "clearing" which changes to a whitish, turbid opalescence. Correction is made by adding alcohol or castor oil dissolved in alcohol and lye, until the soap solidifies on the test glass and regains its normal, transparent appearance.

2. Too small a quantity of fats poor in stearine in otherwise normal soaps makes the solidification of the soap remarkably difficult. The soap remains transparent in a cooled state, but it has a moist touch and is elastic like gum. Correction is made by adding stearine dissolved in alcohol and a corresponding quantity of lye.

3. The defect may also have been caused by too small an addition of alcohol. To avoid this defect as much as

*From *Seifensieder-Zeitung*, Vol. 50, No. 29.

possible, the addition of the alcohol is postponed until last. When the soap mixed with glycerine is finished we add the sugar solution and wait until the temperature falls a little below 60° C. As soon as this point is reached, alcohol is added with stirring until the mixture appears perfectly transparent and all granular separations have disappeared, so that a clear solution lies in the kettle and permits all bubbles to rise to the surface. Then the alcohol content of the soap is sufficient. After the addition of the alcohol the kettle is covered and the soap permitted to stand 2-3 minutes. In the meantime the necessary tests are made.

4. An emulsion has formed in the soap, if the glass sample after cooling shows a fog-like turbidity which permeates the whole substance. The formation of this emulsion may have various causes. It is possible that the saponification was not completed and that free fat is present in the soap. This will be shown by the indicator. If the soap colors only imperceptibly after the addition of phenolphthalein, or not at all, the turbidity disappears quickly if a little lye mixed with alcohol is added. The turbidity may also be caused by too large a content of unsaponifiable matter in one of the fats used for the mixture. In this case the addition of lye is, of course, useless. The boiling has to be broken off and the soap added in small portions to subsequent boilings. To avoid a disagreeable disturbance of this kind it is advisable to subject the fat mixture for glycerine soaps to a careful control, before it is used. Very disagreeable are the additions of paraffin, vaseline and other hydro-carbons that are sometimes used for adulteration of stearin and tallow.

5. An excess of carbonate salts may appear in the soaps, if the lye is not fresh. These salts have strongly grainy effect, especially in the presence of alcohol. In this case a thick, white lather will appear in the place of light, loose foam. To remove the carbonates, coconut oil fatty acids mixed with alcohol are introduced into the kettle and the mixture is permitted to stand after thorough stirring. The addition is repeated until the strong lather disappears from the surface, the soap becomes clear and only a light foam remains along the edge. Usually this correction is carried a little too far and the "glass test" shows a dull or turbid soap, but the latter defect is easily corrected by the addition of a little lye.

The soap, when solidified in large quantities, may show separations, even if no thick lather appears in the kettle. To make sure that no excess of lye or carbonate is present in the soap the following test should be made. A glass vessel of about 0.2 L capacity is kept in readiness. The vessel should be conical, so as to make the removal of the solidified soap easy. At the same time a phenolphthalein solution in alcohol, containing 1 g phenolphthalein in 1 liter is kept ready. The test tube is filled with soap and 3-4 drops of the phenolphthalein solution are added. The mixture is stirred well and then set aside until cooled. Then a second test tube is filled and the soap treated with the same quantity of phenolphthalein. There should be no difference in the color of the hot and the cooled soap. A noticeable difference in the color indicates that the alkali content is incorrect. If the cold sample becomes much lighter, the saponification is not completed and the soap may be dull, if it is removed from the kettle prematurely. On the other hand, if the color of the cold sample is deeper than that of the hot sample, the cooled soap will show clouds and flakes of solid suspensoids which are separated from the solution by the precipitating action of the lye. The deeper coloration of the soap is caused by the fact that the separating suspensoid loses its alkaline reaction in the same manner as the grain of the soft soap, while the lye concentration of the emulsoid increases. This explains the more intensive action on the indicator.

If a little disc is cut from the center of the sample, dried in the air for half an hour and treated with a drop of the indicator solution the latter has to redden uniformly as it spreads in the soap. Streaks that remain uncolored indicate the presence of an injurious quantity of alkali that has to be removed. The skeleton of the suspensoid, not being alkaline, remains uncolored and the streaks indicate that

the soap will show undesirable separations when solidified in large quantities.

The manner of solidification of the transparent soap is interesting when compared with that of a grained soap. We take a glass tube of 2 cm. diameter and place in it first a grain soap of 60°C and then a transparent soap at the same temperature. Cutting the tube contents into two semi-cylinders after the solidification of both soaps we find the following: The grain soap contracts during the solidification and forms a crater that is reduced constantly and reaches down to about one-fifth of the cylinder. The transparent soap on the other hand shows a slight curvature on the upper edge, but the cylinder is completely filled.

Transparent soaps are very well suited for cooling machines and the latter can be constructed more simply, as the soaps fill the cells almost completely and no additions are necessary during the cooling process. Artificially cooled transparent soaps are even more beautiful in appearance than those solidified in large quantities. The danger of failure is also lessened, because the solidification proceeds very quickly in the cooling apparatus. This method is very rational, as it furnishes thin slabs that can be dried much quicker than the large blocks of soap and do not require long storage.

A cooling apparatus of this kind consists simply of zinc lined tinplate molds that are open at the top, so that they can be filled with soap. The cooling water flows between the molds. After the water has been turned off the cells are opened and the soap is obtained in smooth, beautiful slabs. The walls of the molds also may be equipped with "stamping" patterns. In this manner the pressed soap bar is obtained directly from the liquid soap, but the loss of drying has, of course, to be taken into consideration when the dimensions of the molds are calculated. Soap produced according to this method is ready for shipment much sooner, and many troublesome difficulties are overcome in this way.

Transparent soap has in common with cold process soap the property of solidifying without the formation of a crater. A cold process soap solidified in the frame does not show deep depressions when cooled, like grained and semi-grained soaps. The suspensoids in the soaps are prepared in a cold state by the process of the cold saponification and melted by the self-heating process. This can be proved experimentally with fully developed natural grain soft soaps. When a normally developed natural grain soap is heated it loses the grain, but the latter returns unchanged as soon as the soap cools again. During the cooling process of the cold process soaps the reaction which transforms the emulsoid into a suspensoid in the hot process soaps does not take place. The transformation is accompanied by a considerable contraction and as the soap gradually shrinks the crater-like depressions are formed, which necessitate continual additions to the soap in the cooling apparatus. In cold process soap, the reaction is completed before the soap is subjected to the cooling, while with the transparent soaps this process has to be avoided by adjustment of the course of the reaction.

Rosin Census for 1922 Is Now Available

The Turpentine and Rosin Census for 1922, prepared by the Bureau of Census, Department of Commerce, in co-operation with the Bureau of Chemistry, Department of Agriculture, has just been issued and can be had for 5 cents a copy by writing to the Superintendent of Documents, Government Printing Office, Washington, D. C. It shows stocks on hand at the close of the crop years (March 31) to have compared as follows: 1923, 1,159,007 barrels of 500 pounds each; 1922, 1,132,505 barrels. The total distillation in 1922 was 1,651,795 barrels, a drop of 39,176 barrels from the production reported for 1921.

Asks \$500,000 for American Potash Research

Senator Sheppard of Texas has introduced a bill in Congress to appropriate \$500,000 a year for five years for the Geological Survey to search for potash deposits in the United States. Mr. Sheppard thinks that very valuable and workable potash deposits may be discovered in Southwestern States.

PRINCIPAL SOAP MARKETS OF SOUTH AMERICA

Survey of Export Outlook Gives Pointers to Manufacturers; Facts and Figures Are Presented to Show the Increase in Soap Trade Chances

The markets for American soaps of all kinds in South America have not been cultivated to the point where they are among the leading foreign markets for the products of the soap industry. Despite the fact that the South American business is highly desirable and important, owing to the large and rather highly civilized population, it has not yet received the attention which it deserves from the American manufacturer. He has been content to handle the West India business and to devote only spasmodic and rather half-hearted efforts to the South American markets which consume far greater quantities than the utmost capacity of the West India Islands.

It must be admitted, however, that the markets of South America are not particularly easy of cultivation. In the first place, the British manufacturers have so firm a hold upon the import market in most of the countries that it is very difficult to compete with them. So strong is this hold that in many of the countries the tariff duties on soaps are levied upon the various qualities as compared with well known British brands which are specified by name in the schedules. Thus, in several countries, laundry soaps are assessed as "ordinary soaps similar in character to" a well known brand manufactured at Port Sunlight. This hold upon the trade is not to be broken by any lukewarm or spasmodic sales effort. It can only be overcome by long and well sustained efforts along publicity and advertising lines together with the work of well trained salesmen who are familiar with the languages spoken and the methods of doing business in the various countries.

In addition to this missionary work, attractive prices must be quoted and what is more important still, attractive terms of credit must be extended. It is admitted that the American manufacturer will find it difficult to compete in a credit way with the British and German makers. His banking connections, unless he works through a British bank are far less competent to handle this class of business than are those of his competitors and he is evidently at a disadvantage when he works through a British banking house in competition with British manufacturers.

However, the difficulties are not insurmountable and the rewards will be great for the firm or firms whose enterprise and ability are sufficient to give them a real foothold in the South American markets.

Peruvian Market Good

One of the most important of the South American markets is that of Peru. It has received more attention from the American manufacturer than have some of the other South American markets and the totals of exports show a fair percentage to the credit of the American exporter. The British and French toilet soaps are in demand and are the largest competitors of the American industry. In the laundry and common grades local factories are more or less important and probably take care of forty per cent of the business. The bulk of the remainder is in British hands. United States exports to the country in 1922, the last year for which complete figures are as yet available, were as follows:

	Pounds	Value
Toilet or fancy.....	182,204	\$94,084
Laundry	58,456	4,922
Other soap	200,701	32,920

All duties on soap imported into Peru are assessed upon the basis of the gross kilo, which includes packing aside

from the outer container. The duties are extremely reasonable as compared with those prevailing in some of the other important South American countries. The following is the complete schedule:

	*Sols
Common laundry, per gross Kilo.....	0.15
Other common, per gross Kilo25
Perfumed with or without wrapping, per gross Kilo50
Toilet and soap powders, per gross Kilo.....	1.50
Medicinal, per gross Kilo	1.50
Soap for dyeing, per gross Kilo.....	1.00

*One sol equals \$0.487 U. S.

In making shipments into the country, the gross weights are required by law to be plainly marked upon the packages containing the merchandise. Four copies of the consular invoices are required and they must be in Spanish.

The competition of the native factories is principally felt in the laundry and common grades. There are practically no toilet and fancy soaps manufactured in the country, all of them being imported from France, Germany, England and the United States. The well-known brands of American goods have a ready sale although the prices at which they are offered cannot be said to be wholly competitive with those of European and especially French and German origin.

Sales to Argentina

The American manufacturers have been fairly successful in introducing their products into Argentina despite the fact that the difficulties which face the exporter of soap into that market are greater than in most other countries. The Argentine soap factories are of considerable importance. Owing to the extensive packing and meat industry of the country, one of its most important industries, the soap factories of the country are well supplied with raw materials at reasonable prices. They are forced to purchase their alkalis from abroad, but recently they have been able to do so on very reasonable terms owing to the keen competition between the American and the British chemical producers for this business. All sorts of soaps are being made in the country and the industry is highly protected.

Perfumed soaps are now forced to pay a duty of 50 per cent ad valorem and common soaps pay 25 per cent. In addition to these high duties a surtax of 20 per cent on all shipments is now being assessed. Further protection is extended to toilet articles, which include perfumed soaps and shaving soaps and powders, by making an "authorization of sale" necessary before the articles can be sold in the country. This is procured at a varying fee which may be roughly computed as averaging from 3 per cent to 6 per cent of the value of the product. Three copies of the consular invoice are required and in addition a certificate of origin on all foreign merchandise intended for sale in the country. Naturally, the importation of soaps is somewhat restricted and discouraged by these regulations.

At the same time, there is a steady and more or less important demand for the best known brands of foreign soaps and some of the American types are well known and favorably received. Imports of American soaps during 1922 were as follows:

	Pounds	Value
Toilet and fancy	186,026	\$155,195
Laundry	92,366	5,273
Other soaps	381,277	91,216

This is an excellent showing under the prevailing conditions in the market. Certain American brands are also

being made locally by factories established in the country by American capital. They have been fairly successful, according to the companies operating them, although no detailed figures as to their operations in recent years are available. They are naturally at a considerable advantage as compared with the manufacturers who must depend on export shipments from the United States.

Chilean Market

The consumption of soap in Chile is important, but unfortunately the duties are such as to render it extremely difficult to do business with that country. In general imports of soap into the country are confined more or less to common and laundry grades. The Chilean tariff on perfumed and toilet grades is 10 gold pesos, or about \$3.65 per kilo, which makes competition with the local manufacturers a virtual impossibility. In addition, this duty is assessed on the basis of the "legal kilo" which means that packing, exclusive of the outer case, also is charged duty at this rate. On low grade soaps and on unscented soaps of no matter what grade, the duty is 37.5 centavos or about 13.68c per kilo. This allows of the importation of laundry soaps and high grade products of unscented types and quite a trade is being done in these. Recently the Chilean manufacturers have been agitating for a protective tariff on these grades but as yet the government has not passed one. Should it do so, the soap trade with Chile would be extremely difficult. The soap manufactured within the country is chiefly of the scented variety and is made in imitation of French, English and American products. It is not generally equal in quality to the imported article for which there is a limited market among the high class trade.

The latest complete statistics of exports of soap to Chile show the following totals for the calendar year 1922:

	Pounds	Value
Toilet or fancy	33,721	\$9,294
Laundry	33,800	3,605
Other soap	233,854	26,621

The market is capable of some expansion, but it will require a considerable amount of missionary work to increase the volume of business materially. The appointment of local agents would seem to be the best way to handle the market for it is hardly of sufficient importance to warrant the efforts of a special salesman.

Brazil as a Buyer

An abundance of raw materials and favorable manufacturing conditions have led to the establishment of several important soap factories in Brazil and a host of smaller factories supplying the local trade in their particular vicinities. In addition to this the uncertainty regarding duties and taxes has led to considerable difficulty in shipping goods into the Brazilian market from the United States. At the same time the share of the United States in the trade is gradually increasing although the British manufacturers are still in the lead according to the latest export statistics which show that the British hold about 45 per cent of the trade and the United States about 35 per cent, the remainder being principally French.

There are about ten factories manufacturing various grades of toilet soap in Brazil and upwards of sixty which manufacture laundry and common soaps. In this number, several of the important British and American producers and at least one French firm are included.

The duties are not of great importance nor are they a considerable detriment to the trade but the difficulty of competing with local factories should not be minimized. The latest tariff levies duties as follows: From 40 reis to 70 reis per kilo on perfumed soaps and a protective duty of 400 reis per kilo upon ordinary soaps. The principal difficulty in computing the duty arises from the fact that 60 per cent of it must be computed and paid on the basis of the gold reis and 40 per cent may be computed and paid upon the basis of the paper reis. The result is confusion to one unfamiliar with the details of exchange and usually results in the payment of more than the estimated duty on a ship-

ment. A thorough understanding of this feature is of great assistance to the prospective exporter.

The share of the United States in the Brazilian market in 1922 was as follows:

	Pounds	Value
Toilet and fancy	38,551	\$16,966
Laundry	10,543	965
Other soap	112,683	13,916

A frequent error into which the American exporter falls in trading with Brazil is the general supposition that the language of the country is Spanish. A Spanish salesman in Brazil is at as great a disadvantage as one speaking only English, for the language of the country is Portuguese.

Bolivia and Venezuela

The markets of Bolivia and Venezuela are attractive to the exporter of toilet and fancy soaps, but they are not particularly satisfactory from the standpoint of the laundry soap manufacturers. Both countries have small native industries which operate under rather primitive conditions but which supply the native population with the grades of common and laundry soaps which it desires at prices which it is able to pay. There are virtually no manufacturers of toilet and fancy soaps in either country and almost all of these grades consumed must be imported. In Venezuela, the manufacturers in the United States are the principal sources of supply and control a large percentage of the market, although several cheap grades of German and French origin enjoy a somewhat restricted market. In Bolivia the British are still the largest sellers, although of late American manufacturers have been getting an increased share of the business.

The Bolivian tariff encourages the importation of toilet and fancy soaps and these products bear a relatively low rate of duty. The schedule is as follows:

	*Bolivianos
Laundry and common, per gross Kilo.....	.20
Common unscented, not laundry, per legal Kilo.....	.25
Ordinary perfumed, per legal Kilo.....	.40
Medicinal and powdered, perfumed, per legal Kilo60
Soaps for dyeing, per legal Kilo.....	.60
Soaps, dental, per legal Kilo.....	1.50

*\$0.426 U. S. currency.

The legal Kilo includes wrappers, but not outside cases. The gross Kilo includes all packing. The tariff schedules for Venezuela are not available but are understood to offer no barrier to the import trade, but rather to encourage it.

The following table shows exports from the United States to these two countries in 1922, the last year for which complete statistics are available:

	Bolivia		Venezuela	
	Pounds	Value	Pounds	Value
Laundry	17,087	\$1,439	2,347	\$198
Toilet or fancy.....	20,969	13,126	86,530	50,114
Other soap	4,176	1,306	21,169	4,315

Both markets are capable of cultivation. On shipments for Bolivia, an inland country, it is necessary that the consular regulations of Chile, Peru, Argentina or Brazil be complied with according to the port through which the goods are entered. Five copies of the Bolivian consular invoice are required. They must be in Spanish. If the shipment is made through Mollendo, Peru or Arica, Chile, six copies are necessary. General consular regulations without special provision apply to shipments to Venezuela.

Ecuador and Colombia

Ecuador and Colombia are both quite good and fairly well cultivated markets for American soaps. In both countries there are a few local factories which confine their operations chiefly to laundry soaps. Colombia has two factories which manufacture a fair quality of soap from coconut oil but in both countries the bulk of the high grade soaps for toilet purposes and a fairly large tonnage of laundry soaps are imported. The Colombian tariff is rather high, as is that of Ecuador. The preference in both countries is for soaps of British manufacture owing to the

fact that they were well established before the American products entered the field.

Colombian duties are as follows:

	*Pesos
Laundry, per Kilo.....	.10
Common unscented, glycerine, and liquid tar soaps, per Kilo15
Medicinal not patented, per Kilo25
Medicinal perfumed, per Kilo60
Toilet, perfumed, per Kilo.....	.80
Shaving soap in metal, per Kilo40

*\$0.428 U. S. currency.

The Ecuador rates are as follows:

	*Sucres
Laundry, ordinary liquid and disinfecting, per gross Kilo11½
Ordinary unscented, per net Kilo15
Toilet and perfumed, per net Kilo.....	1.50
Refined liquid, per net Kilo.....	.90

*\$0.487 U. S. currency.

In both markets the products of the large American soap manufacturers are well known and in constant demand as the following table showing imports from the United States in 1922 discloses:

	Colombia		Ecuador	
	Pounds	Value	Pounds	Value
Laundry	131,901	\$9,642	378,174	\$20,788
Toilet or fancy	90,615	49,600	59,730	25,309
Other soaps ..	24,637	8,392	13,041	1,583

The following special regulations regarding shipments are in effect. In Colombia five copies of the consular invoice are required and they must be in Spanish. Goods cannot be consigned "to order" but must carry the name and marks of the consignee. Declared values must be figured as f. o. b. point of shipment. Parcels Post invoices are subject to an additional duty of 5 per cent ad valorem. In Ecuador, six copies of the consular invoice are required and must be in Spanish. Shipments may be either direct or "to order."

Uruguay and Other Countries

The high tariff on the fancy grades and an important local industry fostered by the extensive Uruguayan packing industry has discouraged trading between this country and Uruguay on these grades. There has been a fair movement of laundry soaps and ordinary soaps and washing powders into the country but the manufacturers here have found it difficult to compete with the established British and local grades, especially in the laundry soaps. The duties on laundry soap amount to 35 centavos or approximately 35c U. S. currency per kilo. Other ordinary soaps carry a rate of 50 centavos per kilo while washing powders are assessed at 60c per kilo. Toilet soaps and refined products including soaps and pastes are assessed at 2 pesos or slightly more than \$2 U. S. currency per dozen cakes or packages. Medical soaps pay 1.50 pesos per dozen and glycerine soaps 1 peso per kilo. The effect of these rates upon the trade is indicated in the following table, which shows exports during 1922:

	Pounds	Value
Laundry	10,490	\$1,255
Toilet and fancy	6,215	2,974
Other soaps	142,740	15,944

The markets of the Guianas and Paraguay are of little importance. The latter took only 891 pounds of toilet and 200 pounds of other soaps during 1922. The former took all told including the three divisions of the country about 16,000 pounds of toilet, 155,000 pounds of laundry and 9,000 pounds of other soaps. They are markets which may well be left for cultivation after a foothold has been secured in the other and more important sections of South America.

New Patent for a Detergent

U. S. Patent 1,474,690—Detergent. H. Spurrier. A mixture adapted for removing grease from the hands is formed of mechanical wood pulp 100 and neutral soap 300 parts, free from abrasants, mixed with H₂O 800 parts.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

the holders of contracts to decline to order deliveries against them as goods become due. The result has been a backing up of the market on alkalis which has not set any too well with the producers. There is little chance that prices on domestic alkalis will be reduced but there has been some shading of prices for export and this may be extended to substantial business with the domestic manufacturers. The schedules are the same as last month but they do not seem to be so firmly maintained.

There has been more doing in imported articles than was the rule during January and early February. The result is that prices on some items, notably imported caustic potash are materially firmer. It is difficult to get assurances of shipment of chemicals purchased from abroad and at even prices there seems to be little doubt that domestic producers will do the bulk of the business. A larger share of it is going into the hands of these factors as time goes on. Other imported items are also somewhat firmer owing to difficulty of securing regular shipments and also because most of the business is now being done on a dollar basis rather than in the depreciation currencies of the countries of origin.

Other Soap Materials

Manufacturers and dealers are disappointed in the naval stores market. They are finding it difficult to move anything at all save what they have sold on contract for delivery during the year and on these contracts there are frequent complaints as to prices. The rosin market has weakened again during the month and is now lower than it has been in a long time. This has not resulted in any buying of consequence but rather in an even more conservative demand both domestic and export. The starch situation is firmer owing to strength in the raw materials. Other changes in the soap section are limited to greater firmness or easiness on the part of many materials without, however, having any real effect upon the prices which must be paid for these various items.

NAVAL STORES REGULATIONS ISSUED

Regulations for the enforcement of the naval stores act have been adopted and issued by Secretary Wallace, of the Department of Agriculture. The Bureau of Chemistry is charged with the collection and examination of samples necessary in the enforcement of the act. The naval stores act of March 3, 1923, makes unlawful the adulteration or misbranding of rosin and turpentine shipped within the jurisdiction of the act. The penalty for each offense is a fine not exceeding \$5,000 or imprisonment not exceeding one year, or both.

Standards for Rosin: Unless and until other standards for rosin are established by the Secretary of Agriculture, it is provided in the act that the rosin types prepared and recommended by the Secretary prior to March 3, 1923, are the standards for rosin and that the various grades from highest to lowest, shall be designated, unless and until changed, by the following letters respectively: X, WW, WG, N, M, K, I, H, G, F, E, D, and B, together with the designation "gum rosin" or "wood rosin," as the case may be.

Requests for Classification and Grading: The regulations provide the procedure to be followed in sampling and in applying for a certificate of classification and grade. No work can be done in analyzing samples and issuing certificates at present since no funds have been provided as yet for this work.

Copies of United States Department of Agriculture Miscellaneous Circular No. 22, containing the naval stores act and the regulations may be obtained upon request to the Office of Publications, United States Department of Agriculture, Washington, D. C.

Alaska's Use of United States Soap

Department of Commerce statistics for the entire year 1923 show that Alaska received the following shipments from the United States: Toilet or fancy soap, 53,786 pounds, valued at \$13,802; other soap, 752,522 pounds, valued at \$83,073; total, 806,308 pounds, \$96,875.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal.)

Despite a total of transactions during the past two weeks estimated at close to six million pounds, New York extra tallow has not held up in price with the latest sale today at 7½c ex-producer's plant which compares with the recent high level reached several weeks ago of 8¾c.

Production in the aggregate is not burdensome, yet the general demand has not been as active as compared to the early part of the year, and at each successive decline sellers heeded the prices that buyers have shown inclination to pay.

Values for the lower grades of tallow, as well as good quality greases, have been relatively sustained in a better degree than tallow, and it begins to appear as though values for good quality tallow such as New York extra grade have for the time being discounted whatever bearishness existed in the market situation.

March 14, 1924.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal.)

The quotation for chemically pure glycerine has remained unchanged since our last review, but the usual discounting of the published price has taken place and in some cases, especially for carload business, where competition has been very keen, some very low prices have been made. The glycerine market, as a whole, has gotten much firmer, within the last week. There has been generous buying of dynamite glycerine and a consequent call for crude, which has sent prices of these grades, up ½-cent per lb. or more. There is no evidence of any action on the part of refiners, looking toward higher figures for chemically pure, but an improvement in the prevailing price, is not at all unlikely. We look for a good demand for refined glycerine for the next month or so, basing our opinion principally upon the outlook in the Explosives trade; an increased consumption, in that direction, will be beneficial to crude and chemically pure. The quotation for chemically pure in bulk today is 16½ cents per lb.

W. A. STOPFORD.

March 13, 1924.

VEGETABLE OILS

(Written Specially for This Journal.)

Cocoonut oil during the past thirty days has been quiet, but the absence of buying interest did not affect the market very much. A small amount of re-sale oil changed hands, but importers are holding prices steady on account of copra still being comparatively high. Cocoonut oil today is steady and unless copra eases off oil is not expected to go much below present levels.

The demand for palm oils lately has been fair. While some soapers have bought, quite some Lagos was sold to tinplate manufacturers. Prices are a trifle lower now than a month ago, but buying interest seems to be picking up and many soapmakers are looking a little ahead. Palm kernel oil is inactive and is nominally quoted at 9¼c in barrels.

Olive oil foots experienced quite a drop—carlots changed hands on spot at 9¾c New York as against recent sales at 10c. March-June shipments are quoted at 9½c New York. While some business was placed at this place, many buyers are looking for lower prices for future deliveries.

Crude corn oil sold this week at 8¾c mill. Crude cottonseed oil was considerably easier during the past ten days, and for this reason users of corn oil are reluctant to place orders at present levels.

March 13, 1924.

A. H. HORNER.

INDUSTRIAL CHEMICALS

Business has not been brisk as it might be in the industrial chemical market during the month just past. There has been a consistent lack of substantial and important buying and in this the soap trade has been as backward as has any other group of the consumers. In addition, during the last few weeks, there has been a tendency on the part of

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special, .07¾c. Edible, New York, .09. Yellow grease, New York, .07. White grease New York, .07¾.

Rosin, New York, March 15, 1923:

Common to good.....	5.80	I	5.80
D	5.80	K	5.90
E	5.80	M	6.00
F	5.80	N	6.50
G	5.80	W. G.....	7.50
H	5.80	W. W.....	7.60

Starch, Pearl, per 100 lbs.	\$3.27	@
Starch, Powdered, per 100 lbs.	3.19	@
Stearic acid, single pressed, per lb.11½	@
Stearic acid, double pressed, per lb.11¾	@
Stearic acid, triple pressed, per lb.13¼	@
Glycerine, C. P., per lb.16½	@
Glycerine, dynamite, per lb.15½	@
Soap lye, crude, 80 per cent, loose, per lb. ..	.10½	@
Saponification, per lb.11½	@

Oils

Cocoonut, edible, per lb.10½	@	.11
Cocoonut, Ceylon, Dom., per lb.09¾	@	.10
Palm, Lagos, per lb.08	@	.08½
Palm, Niger, per lb.07	@	.07½
Palm, Kernel, per lb.09	@	.09½
Cotton, crude, per lb., f. o. b. mill08½	@	
Cotton, refined, per lb., New York09¾	@	
Soya Bean, per lb.12½	@	.13
Corn, crude, per lb.11½	@	
Castor, No. 1, per lb.15½	@	
Castor, No. 3, per lb.15	@	
Peanut, crude, per lb.12	nominal	
Peanut, refined, per lb.13	nominal	
Olive, denatured, per gal.	1.25	@	
Olive Foots, prime green, per lb.10¾	nominal	

Chemicals

Soda Caustic 76 per cent, per 100 lbs.	3.20	@	3.20
Soda Ash, 58 per cent, per 100 lbs.	1.38	@	1.45
Potash, caustic, 88@92 per cent, per lb.07	@	.07½
N. Y.			
Potash Carbonate, 80@85 per cent, per lb.,	.06¼	@	.06¾
N. Y.			
Salt, common, fine, per ton	15.00	@	24.00
Sulphuric acid, 60 degrees, per ton	10.00	@	11.00
Sulphuric acid, 66 degrees, per ton	15.00	@	16.00
Borax, crystals, per lb.05½	@	.06
Borax, granular, per lb.05½	@	.06
Zinc Oxide, American, lead free, per lb.07¾	@	.08¼

MATHIESON Chemicals

Coumarin, C. P.

Large and small crystals of rich,
fragrant odor

"Look for the Blue Label"

other products of

Commonwealth Chemical Corporation

Benzoate of Soda, U. S. P.

Benzoic Acid, U. S. P. Sublimed.

Benzaldehyde, Technical.

The **MATHIESON ALKALI WORKS Inc.**
25 WEST 43rd STREET NEW YORK CITY

PHILADELPHIA
PROVIDENCE

CHICAGO
CHARLOTTE



Deal Direct with the Manufacturer

Bicarbonate of Soda
Liquid Chlorine-Caustic Soda

Sesquicarbonate of Soda
Bleaching Powder-Soda Ash

Compacts

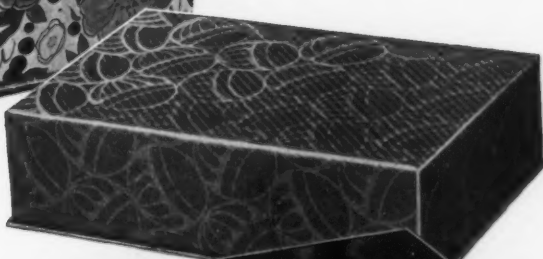
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and
Service*

OXZYN COMPANY

154 11th Ave. New York City

*Originators of NATURAL ROUGE for
Brunettes, Blondes and Olivettes.*

Lip Rouge :: Cosmetique :: Eye Brow Pencils



YOUR PRODUCT MAY HAVE
CONTAINER POSSIBILITIES
*~let us make the
most of them*

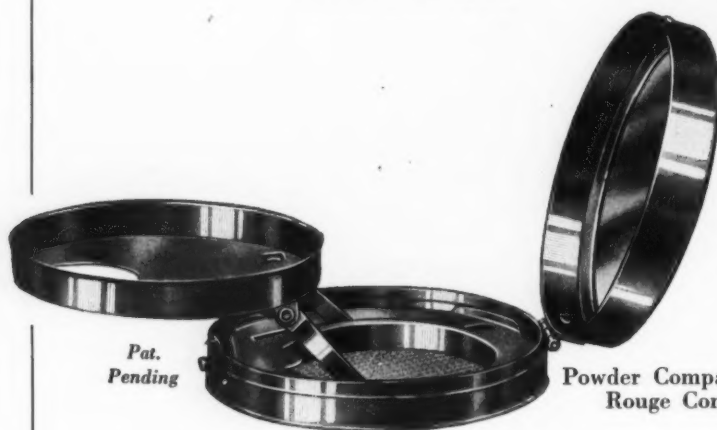
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22-28 ELEVENTH STREET
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GREATER NEW YORK

2" Feather Weight Thin Model Double Vanity

THINNER THAN THE AVERAGE SINGLE BOX
ONLY 9/16 INCH HIGH
WEIGHS ONLY 1½ OZ.



Powder Compact 1 25/32"
Rouge Compact 1 1/4"



ZINN BUILDING
NEW YORK

Established 1875

ANOTHER Zinn success! When open, powder and rouge compacts with mirror, readily accessible. This really lightweight box meets all desires of the user!

Compacts are firmly held in place without pasting but are very easily removed for refilling.

Spring Catch

All Finishes

Single Boxes Thin Model—7/16-in. High

Three sizes—1½, 2 and 2½ in. diameter. Positive spring catch for cover, with easy button release.

Prompt and Steady Deliveries

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210 Eleventh Avenue, New York

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OIL YLANG YLANG

(SIEGERT'S)



It is not enough to test Oil Ylang Ylang chemically. The chemist may say *right*—and the nose may say *wrong*—but the nose decides.

“Just between Lily and Jasmin”—that is as close as anyone can come to describing the characteristic and delicate Ylang Ylang effect, although it has a very distinctive odor, but not fully appreciated except by those who are familiar with the pure oil.

Oil Ylang Ylang, Siegert, is produced *for us* in Manila, from selected flowers, by specially trained workers, employing the most modern methods and apparatus. Natural, but inert, ingredients are eliminated, and the full odor-value retained by a remarkable process of distillation and fractionation.

A halo that charms and a flowery afterscent that lasts—there is the absolute assurance that goes with Oil Ylang Ylang, Siegert.



To avoid prevailing imitations,
look for this label.

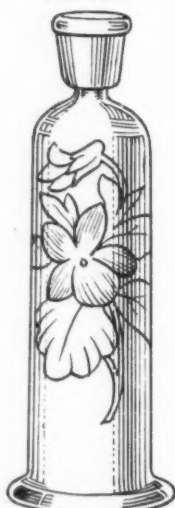
*And our price has not advanced inordinately—
a vastly important consideration these days.*

UNGERER & COMPANY

NEW YORK -- CHICAGO -- PHILADELPHIA -- SAN FRANCISCO



No. 1100



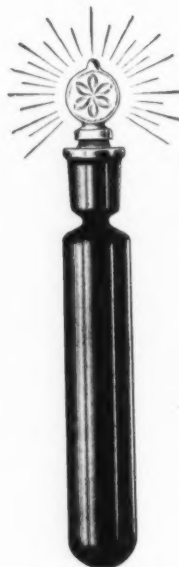
Constricted Neck, Non-Re-
fillable and Non-Leakable.
PINK GLASS with hand
painted flower decorations, or
BLACK, YELLOW, LAVEN-
DER GLASS with GOLD DEC-
ORATIONS, with Stoppers
"A" or "B."



A



B



No. 1050
Black Glass

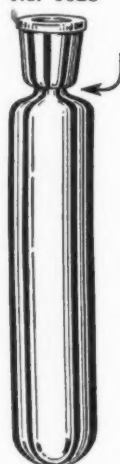


C



D

No. 1028



Constricted
neck,
non-refillable
and non-leakable,
colored striped,
with stoppers
as illustrated,
(2 1/4-3 c.c.)

No. 700



White glass,
ground stopper
and red.
(2 1/4-3 c.c.)
Hand made.

Above type is patented abroad and
REGISTERED IN U. S. PATENT OFFICE

All containers as illustrated are
IN STOCK for PROMPT
DELIVERY. We also have a
number of new and novel de-
signed vials on hand, and will
gladly submit samples upon
request.

We can supply you with CON-
TAINERS made according to
your own specifications.

No. 500



Colored striped,
ground stopper,
rod and metal
(brass or nickel)
slip cap. (2 1/4-3 c.c.)

SCIENTIFIC SPECIALTIES CO., INC.

MANUFACTURERS-IMPORTERS-EXPORTERS

30 IRVING PLACE

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TELEPHONE: LEXINGTON 8494

WESTERN SALES OFFICE
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ARNSTADT,
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E are now located in our new quarters at 342 West 14th Street, New York City. With larger and better facilities we can assure utmost service in the creation and manufacture of vanity cases and lipsticks to suit your requirements.

Vanity Boxes

**Singles
Doubles
Triples**

Lip Stick Containers

**Drawn
Split**

All Metals—All Sizes—All Finishes

A number of distinctive patented boxes are available for the exclusive use of manufacturers of established responsibility. Prompt deliveries assured.

Samples and Prices on Request

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2781

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32 CLIFF STREET

NEW YORK

AROMATIC CHEMICALS AND SYNTHETIC
FLOWER OILS OF OUR OWN MANUFACTURE

Citronellol
Citronellol Acetate
Rhodinol
Rhodinol Acetate
Lilac Sweet

Narcissus
Geraniol
Geranyl Acetate
Gardenia
Heliotrope Fleur

Oriental M
Rose (American Beauty)
Linalool
Linalyl Acetate (70%
to 90%)

Jacinth Rose
Jasmin White
Syringa
Wistaria

SOAP PERFUME OILS AND OTHER OILS FOR TECHNICAL PURPOSES FROM 45c LB. UP

Sole representatives in the United States and Canada for the following firms:

SCHMOLLER AND BOMPARD
GRASSE, FRANCE

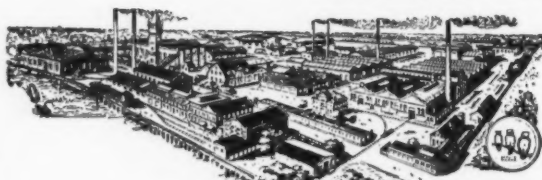
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Can Offer at Attractive Prices

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Genet
Tuberose
Rose
Jasmine Flower Oils, Etc.

FRANZ FRITZSCHE & COMPANY
HAMBURG, GERMANY



Benzyl Acetate
Benzyl Benzoate
Heliotropine
Linalyl Acetate
Terpineol
Violet 100%
(Alpha Beta-Methyl)

MARIO DE PASQUALE
MESSINA, ITALY



SPECIALTIES

Mandarin	TERPENELESS
Bergamot	TERPENELESS
Lemon	TERPENELESS
Orange	TERPENELESS

As well as all other Handpressed Oils

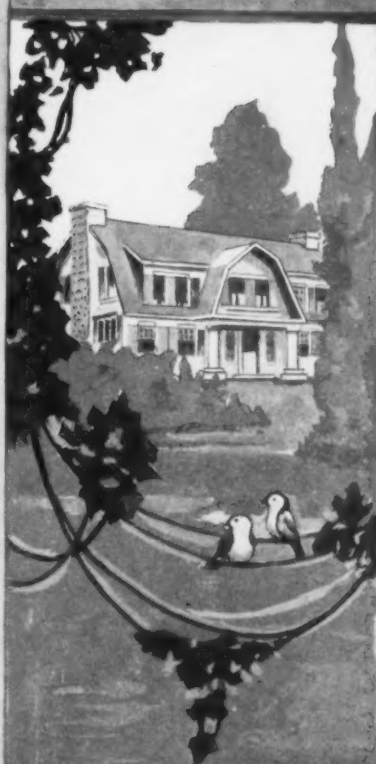
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OTTO OF ROSE

As it comes out of the still

*Our Chemists Are at Your Service for Any Information That You May Desire at Any Time
Free of Charge.*

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EMBOSSSED METAL SEALS



*The Outside Evidence
of Inside Quality*



THE STANLEY MFG. CO.
DAYTON, OHIO



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(PATENTED)

- results in great saving in cost of attaching labels.
- attaches labels to curved or round surface as quickly and easily as to perfectly flat surface.
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THE STANLEY MANUFACTURING CO.
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See other side for Samples of Stanley Labels

Members of American Manufacturers of Toilet Goods Association

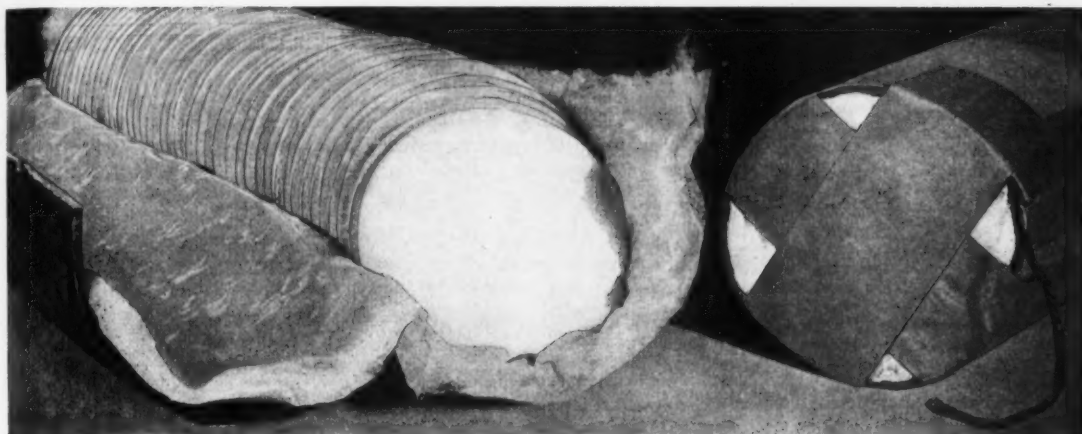
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SUPREME IN QUALITY

FREE FROM BREAKAGE

VELVETY TEXTURE

ADHERING



THE KOLMAR Compactainer

(PAT. PENDING)

In Which QUALITY Compacts and Rouge are Shipt in Bulk—Safely—at a Saving
DO YOUR OWN ASSEMBLING—IT WILL PAY YOU

SAVING! On each gross of complete vanities the saving will surprise you. Make the profit now made by someone else.

FIRST HAND INSPECTION. Assemble your vanities as and when you want them. Maintenance of shades guaranteed.

THE KOLMAR COMPACTAINER is practical, efficient and safe. Easy to assemble from. Holds from three to six dozen rouge or compacts, packed in sheet wading, insuring safe arrival.

PERFECT PACKAGES! No complaints or shortage claims. You know they will be perfect when they leave your shipping room.

PROMPT SERVICE! We are centrally located. No shipping delays. Saving on carrying charges. Less danger of breakage.

*We Furnish Complete
Vanities of Every Description
Write for Samples and
Prices. Compactainers
Sent on Request*

KOLMAR Laboratories

*Foremost Rouge and Compact
Manufacturers of the West*

647-49-51 Jackson St. MILWAUKEE, U. S. A.

Beautiful Paper Boxes

*Makers of Fine Paper
Boxes since 1866*

*"Hand-Made"
Quality*



*"Machine-Made"
Price*



**W. C. Ritchie
& Co.
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**NEW YORK OFFICE
30 E. 42nd ST.
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6 Very Important Reasons

We believe we are the largest manufacturers of cosmetics and metal novelties at prices that will be agreeably surprising.

- 1—We control the entire output of several large metal container plants.
- 2—We manufacture all our compacts.
- 3—We do all our finishing and buffing.
- 4—We do all our own plating and coloring.
- 5—We manufacture our own vanity puffs.
- 6—We do our own art work.

Taking all these factors into consideration, we are in a position to quote you prices which are astonishing.

Each and every department is managed by men who have spent many years specializing in this field of manufacture.

[We will supply compacts, boxes, puffs, or the complete package.]

Samples sent by request



No. 520
2½ Inch—High Polish



No. 520
2½ Inch—High Polish

THE REICH-ASH CORP.

Largest Manufacturers of Cosmetics and Novelties

59-61 Reade Street

New York

"Metalined Vanities"

PATENT PENDING

Just a few Words about Compacts



420—Metalined celluloid box.

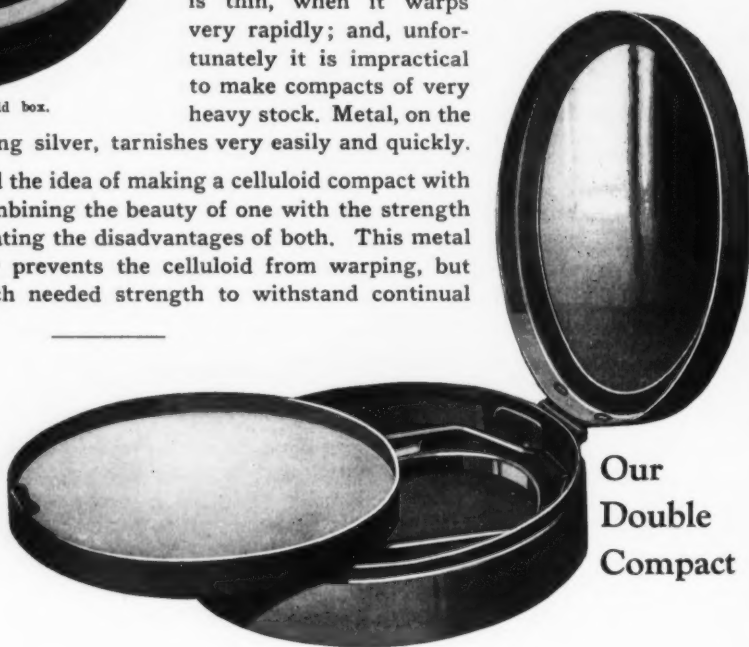
WE have made a careful study of compact vanities and have found that there are two substances best suited for their manufacture. One is metal; and the other celluloid. Both however, have their disadvantages.

There is no question but that celluloid is the more beautiful, and that more attractive effects can be made from it. But, weather conditions will eventually warp celluloid, especially if it is thin, when it warps very rapidly; and, unfortunately it is impractical to make compacts of very heavy stock. Metal, on the

other hand, even sterling silver, tarnishes very easily and quickly.

Therefore, we conceived the idea of making a celluloid compact with a metal lining, thus combining the beauty of one with the strength of the other and eliminating the disadvantages of both. This metal reinforcement not only prevents the celluloid from warping, but gives the case its much needed strength to withstand continual usage.

Note the mechanical simplicity of our double compact illustrated at the right. There is absolutely nothing "tricky" about it to get out of order; besides which it has that substantial quality so necessary to withstand continual usage.



Our
Double
Compact

Superior Novelty

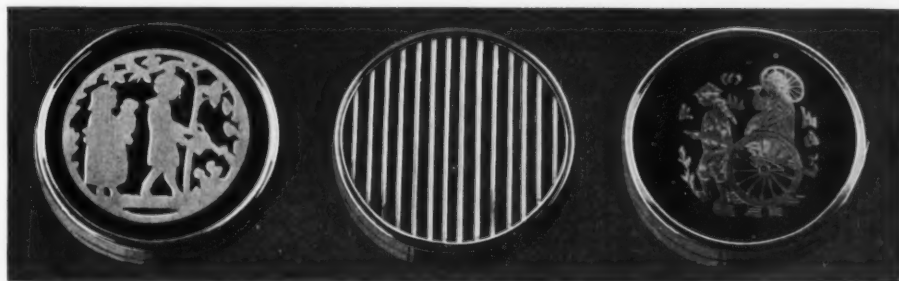
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Sales Office, 3 W. 29th St.,

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New Ideas

in Design and Construction of Vanities



426—Silhouette effect in hand-cut celluloid, cemented on a solid black of contrasting colors.

429—Celluloid in all colors, gold inlaid stripes.

430—Inlaid gold design of various characters in all colors of celluloid.



431—Hand painted, in various characters in any combination of colors desired.

432—Gold inlaid circles, all colors and effects in celluloid.

433—Various colors and characters, such as lizards, mah-jong effects—silver inlaid in all colors, celluloid.

All these styles can be had in either Single or Double Compact boxes. Each number represents an individual series offered in various colors and similar designs. Singles, $\frac{1}{2}$ inch thick; doubles $\frac{11}{16}$ inch thick. The boxes are made of metal with inlaid designed celluloid tops.

COMPACTS have not lost favor with the public. On the contrary, the demand is growing larger every day.

What the public does demand is a variation of style and design. It becomes "fed up" on too much sameness.

The above illustrations will give an idea of the originality and beauty of our designs.

WE are ideally equipped to manufacture all innovations in this line. We have two plants, one celluloid, the other metal, and have conceived the idea of creating attractive combinations of celluloid and metal. Furthermore we are in position to make up individual designs for the exclusive use of manufacturers or make up your own design.

Write for Samples and Full Information

Manufacturing Co.

New Jersey
New York, N. Y.

Toronto, Canada

TO the officers and members of the American Manufacturers of Toilet Articles, who gather at the thirtieth annual convention in New York, April 22, 23 and 24, we extend greetings and well wishes for a most successful meeting.

August Goertz & Co., Inc.

Metal Specialties

276 Morris Avenue Newark, N. J.

How they lost a customer

(An actual experience)

"I am employed in a line of business where quotations are frequently made over the phone. We quote according to quantity, and the extent to which we value the customer's patronage. One day I was making such a quotation, and when I was through, another customer was waiting for me. He had heard my conversation, and I was compelled to make him a better price than I would otherwise have given. We now use a Hush-A-Phone and certainly appreciate its value."

Safe-Guard your Phone talk



The Hush-A-Phone snaps instantly on the mouthpiece and enables you to talk without being heard by those in the immediate vicinity. Promotes office quiet—keeps surrounding noises out of the transmitter.

Try it at our expense

Thousands are in use, and we believe any business man of discretion will buy it, if he once tries it.

Pin coupon to letterhead

Hush-A-Phone Corporation,
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Send _____ Hush-A-Phones on five days' approval. If satisfactory I will remit \$10.00 each, or return by parcels post.

.....
(Name and address)

IF YOU NEED ANY KIND OF MACHINERY

ASK US

Perfumer Publishing Company
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Information Department

Hand-Painted Vanities



To feature Belle Hovey Hand-Painted Compact Boxes is to impress upon the better class patronage of this country the undeniable fact that yours is a package with a quality keynote—a package where service and beauty go hand in hand. Over 60 Different Models.

Private Brand Toilet Preparations

Creams, Powders, Perfumes, Lotions, Shampoos,
Shaving Cream, Lipsticks, Eyebrow Pencils,
Compacts (Powder and Rouge)

QUALITY

SERVICE

PRICE

With these three fundamental principles of success we desire to serve your requirements in the complete cosmetic line.

All Items Under Your Own Name if Desired

Rouge

All Shades

All Sizes

Compacts

All Shades

All Sizes

Matching all odors

Creams

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Astringents, etc.

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Bay Rum, Lilac, Eau de Quinine
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Write for full information

SALIKOF AND BELLE HOVEY LABORATORIES

126 No. 3rd St., Philadelphia, Pa.

(Phone Market 3037)

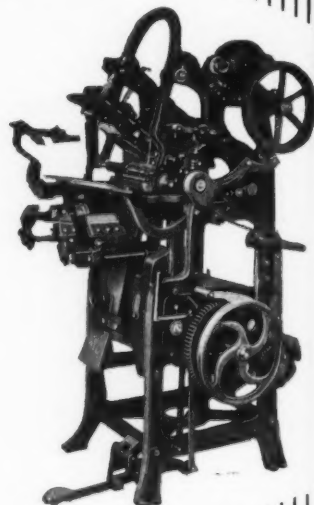
New York, 1340 Broadway

(Phone Fitzroy 3333)

For More Profitable Production — *The New Ermold Labeler*

THE efficient, steady performance of the sturdy New Ermold Labeler in numerous toilet preparations plants is a constant source of satisfaction to production managers. This labeler not only insures neat, clean even labeling at a dependable uniform rate, but it materially cuts down the cost of labeling.

For almost fifty years we have designed and manufactured labeling machinery; and the benefit of this experience is at your disposal. We will be glad to confer with you to help make your production more profitable in every way.



EDWARD ERMOLD CO.

World's Largest Manufacturers of **QUALITY** Labeling Machines

Hudson, Gansevoort and Thirteenth Sts. NEW YORK, N. Y.

Freyseng Cork Co., Toronto and Montreal, Sole Canadian Agents

DO YOU KNOW

THAT THE SUPREME COURT OF THE UNITED STATES HAS DECLARED

1. That an unregistered trademark is valid only in that portion of the United States where it has been actually used in business?
2. That you cannot prevent another from using your unregistered trademark in that portion of the United States where you have not previously used it?
3. That a user of your unregistered trademark in another portion of the United States can prevent you from using it there, although you may have adopted it years before he did?

From the above you will see that you may be unable to extend your business under your unregistered trademarks.

Have you protected these most valuable assets of your business by proper registration in the United States Patent Office?

Consult the Patent, Trademark and Copyright Department of the

Perfumer Publishing Company, 14 Cliff Street, New York City

COSIN COSMETICS

Under *Your Own* Private Brand

TO serve the trade to better advantage we have moved to new quarters with 10,000 square feet of daylight manufacturing space where we are manufacturing under one roof our complete line of compacts, lipsticks, eye-brow pencils, compact puffs and also decorating our vanity cases.

The added facilities afforded in our new location will enable us to fully uphold the Cosin reputation for highest quality products and dependable service, in addition to which our improved facilities enable us to give more prompt deliveries.

Write for Samples and Prices.

THE COSIN CO.

133-141 West 21st St.

NEW YORK





The Puff that adds Beauty to the Package



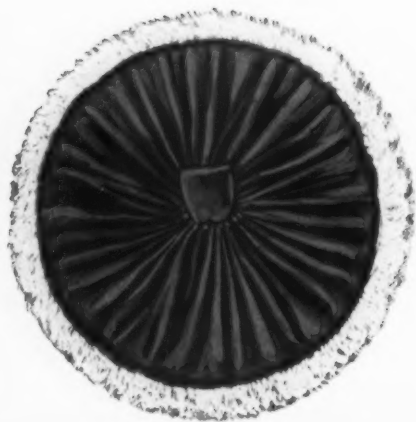
THE increasing preference of women for Cosin purl edged vanity puffs is easily accounted for. Their dainty beauty seems to express the very spirit of femininity, and their powder carrying and lasting qualities make them doubly prized.

Obtainable in all sizes with high grade satin backs to harmonize with your package.



We specialize in puffs for talcum or face powder boxes. Made from the highest quality materials. Sizes 1 3/4 to 7 inches to suit all requirements.

Write for Samples and Prices.

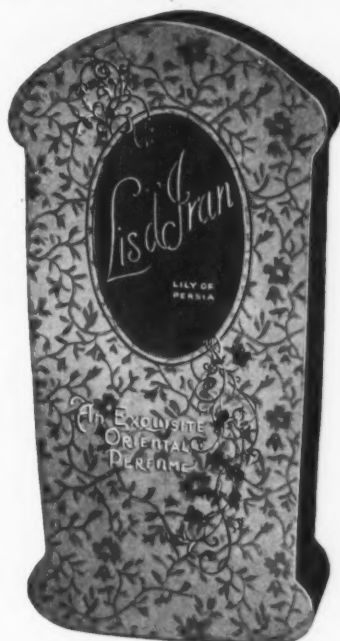


The Cosin Co.

133-141 W. 21st St.

New York

HAMPDEN · PAPERS · PROCLAIM · THE · PERFECT · PRODUCT



*This Box is Covered with
FLORAL BROCADE*

Use Hampden Fancy Box Papers

FLORAL BROCADE—for instance—A breath of Blossom Lands—Persia—Intimate with luxury and charm. An Unusually delightful decorative motif adapted to perfumery box coverings that make an irresistible appeal to the feminine buyer.

FLORAL BROCADE Papers can be supplied in different designs, in 25-inch rolls, or in sheets 25 inches wide, in any length desired. Dummy working sheets, 20 x 24 inches, forwarded on application.

HAMPDEN GLAZED PAPER & CARD CO.
HOLYOKE, MASSACHUSETTS, U. S. A.



APPROPRIATE

Hampden Glazed Paper & Card Co., Holyoke, Mass.
You may send me samples of FLORAL BROCADE PAPERS.

Name

Address

City State



FASHIONABLE

Build Up Face Powder Sales

With Filled Powder Puffs



A NEW idea for introducing your own powder—*efficiently, surely and at low cost.*

Let us tell you how leading perfumers are successfully using filled powder puffs for sampling, enclosing them with other goods such as cold cream, etc., and distributing them otherwise.

For 5 years we have specialized in the manufacture of *Filled* and *Refillable* powder puffs. Made in all popular sizes, 1 in. to 7 in.

Write for Samples and full information.



**The Refillable Puff
& Novelty Co.**

534 Congress Avenue
New Haven, Conn.

If You Need Collapsible Tubes —plain or decorated

*We Can Give You
Unusual Service*

WRITE FOR FULL
INFORMATION



PURE TIN
TIN COATED
LEAD ALLOY

*No Order too Large
None too Small*

HORAK MANUFACTURING CO.

2522-24 S. Western Avenue, Chicago, Ill.



Does every part of your compact satisfy the consumer?

WHEN a woman walks up to the toilet goods counter and picks up a compact . . . **your compact** . . . what impression does it make?

Does every part of it say "buy" or is the customer warned by some neglected feature to examine it more closely? Or perhaps compare it with another?

Being the manufacturer of the famous nationally advertised Gainsborough Powder Puff we are in a position to manufacture similarly high grade compact puffs for you. We have the most complete Powder Puff factory in America and can handle quantity orders.

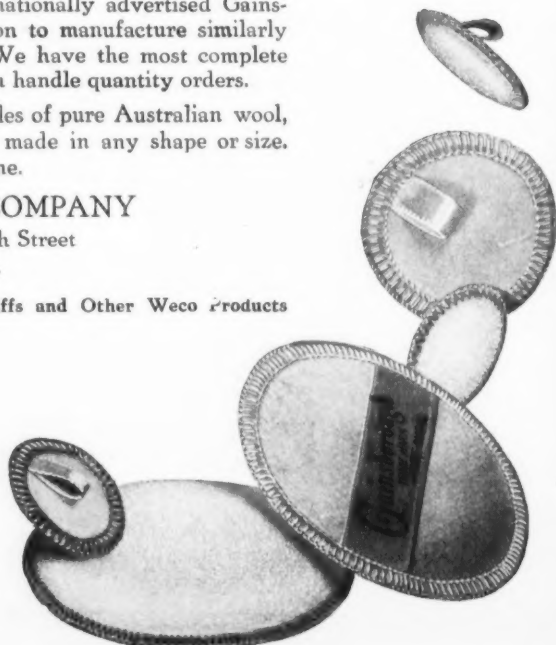
Upon request we will furnish you samples of pure Australian wool, finest deep pile velour or Eiderdown, made in any shape or size. Ask us for samples of our thin model line.

THE WESTERN COMPANY

402 West Randolph Street
Chicago, Ill.

©

Manufacturers of Gainsborough Powder Puffs and Other Weco Products





Can these features increase your sales?

—a sample will convince you of the superior qualities of lip-sticks and compacts produced by Arbor Laboratories.

The salient features of our compacts are:

- | |
|--|
| <ul style="list-style-type: none"> —absolute freedom from "pimples" —unexcelled smoothness of texture —perfect stability of color —more lasting and fragrant odor —unusual adhesive and covering qualities. |
|--|

Arbor compacts meet the exacting requirements of manufacturers of quality products.

Our lip-sticks are made by the French process and have remarkable spreading qualities. The indelible sticks possess a lasting and water-proof quality

that has given them a leadership for repeat orders. The orange stick which blends with the complexion is one of our specialties.

Compacts and lip-sticks in all sizes, shapes and colors—in bulk or finished packages.

Samples gladly sent on request.

ARBOR LABORATORIES, INC.

93 GREENE STREET

NEW YORK

Filtering and Filling Equipment



GIVE your perfumes, extracts, or other liquids that crystal-clearness and sparkling brilliance that is so desirable. Put the brand of "better quality" on your products by perfect filtration.

That is not difficult when you use the right kind of a filter.

Come to the manufacturer who has made a specialty of filtration problems and of manufacturing filters for twenty-five years and get a filter that is just suited to your particular requirements.

The Multiple Pulp Filter shown here is just one of our 20 filters. Thousands of this type of filter are in use setting the standard of brilliancy for all kinds of liquids.

Our catalog will tell you all about these filters.

HAVE you a variety of sizes and styles of bottles? Have you a number of different products to fill?

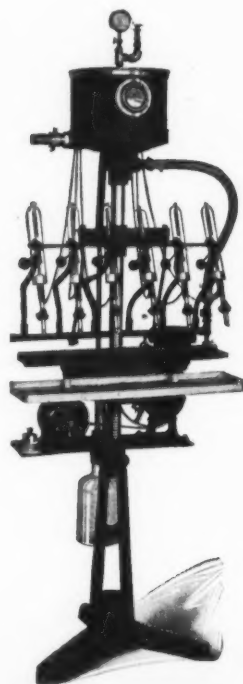
Then you must have a filling machine that is quickly adjustable and easily cleaned.

This is it—the Universal Vacuum Filling Machine. Changes for different bottles made in three minutes; cleaned in five minutes without taking anything apart.

Fills as fast as an operator can put on and take off bottles. Filling is absolutely clean and accurate. Rejects broken bottles.

We make vacuum filling machines of all types and sizes for all kinds of liquids. Get our catalog.

The Karl Kiefer Machine Co.
Cincinnati, Ohio



ELI LILLY & COMPANY
 MANUFACTURERS OF
 PHARMACEUTICAL AND BIOLOGICAL PRODUCTS
 PRINCIPAL OFFICE AND LABORATORIES
INDIANAPOLIS, U.S.A.

WESTERN UNION
 A. B. C. CODE-9

REPLY TO
 IN REPLYING REFER TO
 FILE

July 21, 1923.

Economic Machinery Company,
 53 West Jackson Boulevard,
 Chicago, Illinois.

Gentlemen:

We have five World Labelers
 in operation, all of which are giving us very
 satisfactory results.

We put out about 8500 different
 items, of which about 80% are being labeled by
 machinery.

Our assortment of packages being
 labeled on the World Labeler includes everything
 from one ounce Ointment tubes to one gallon
 bottles.

We are enthusiastic users of
 your machines and recommend them to anybody
 interested.

Very truly yours,

ELI LILLY & COMPANY.

*everything from one ounce
 tubes to one gallon bottles*

The more difficult
 your labeling job,
 the more you need
 the World Labeler.

For uniform, neat, quick, and economical labeling, install a World
 Labeler. It will pay for itself in increased production and lower oper-
 ating costs. Write for full particulars.

Economic Machinery Co., 18 Grafton Street, Worcester, Mass.

WORLD LABELER

SOAP AND GLYCERINE MACHINERY

Soap Machinery:

We manufacture a complete line of machinery for producing laundry soaps, toilet soaps, soap flakes, powders, creams, and soft soaps, as well as special and medicated soaps, from the raw materials to finished product.

Glycerine Equipment:

We have a complete line of evaporating equipment for the recovery of crude glycerine from soap lyes, Twitchell and Autoclave waters, etc., in capacities from 500,000 to 10,000,000 pounds of fats saponified per year, both in single and double effect systems. Plants are supplied complete in every detail, with blueprints and instructions for erection and operation, and need only to be erected and connected to steam, water, and lye lines.

Engineering Services:

Our many years experience in the design and construction of soap plants in all parts of the world allows us to offer our facilities for the design of new plants, as well as the modernization of existing plants, and to assure customers of the benefits of this wide experience.

We are especially equipped, through our varied and thorough knowledge of the soap industry, to devise new and effective means of carrying out the process of soap making, both for standard or for special articles.

Inquiries:

We solicit inquiries covering the above, requesting that specific information as to quantities, raw materials, power requirements, etc., be furnished.

HOUCHIN-AIKEN CO. INC.

ENGINEERS & MACHINISTS

26 COURT ST.

BROOKLYN, N.Y.

PRODUCTS OF BEAUTY

That Will Give You an Extra Profit And Then, Bring Your Customer Back!

On the inside and back pages of this insert, you will find "photographic drawings" that truly represent three of our lines of Private Label Toilet Goods. Except for size---all bottles, boxes and jars are exactly reproduced and the "plates" on the inside pages indicate color of the cartons. The "LaOma" drawing on the back page is true in every detail except color---in this case cartons are finished in Lavender with heavy embossed seals.

A Golden Opportunity

If you consider your prestige, firm name or record of past performance as genuine business assets---if you would joyfully welcome a chance to increase your percentage of daily profits---if you would be interested in an exclusive line of high grade toilet specialties that will practically sell themselves---any one of our products under your private label offers a golden opportunity!

Proof---

As evidence of the attractiveness, quality, salability and repeat value of our products we can refer you to the enthusiastic statements of hundreds of customers. And as to our claim that you can make **DOUBLE YOUR USUAL PROFIT ON ABOUT HALF YOUR USUAL INVESTMENT**---we ask you to consider our prices and figure it out for yourself.

Lemon Cream, Cold Cream, Beauty Cream, Massage Cream, Vanishing Cream, Dental Cream, Shaving Cream, Honey and Almond Cream, Quinine Hair Tonic, After-Shave Lotion, Greaseless Hair Dressing, Cocoonut Oil Shampoo, Toilet Water, Fancy Bay Rum, Face Powder, Talcum Powder, Baby Powder, Perfume and Cough Syrup---every item beautifully packaged, fully guaranteed as to quality and carrying your "private brand" and firm name.

No Competition---Easy Terms

When you push your own goods---goods of genuine quality, bearing your own private trade or firm name---you are building for the future and each succeeding day makes your position more secure.

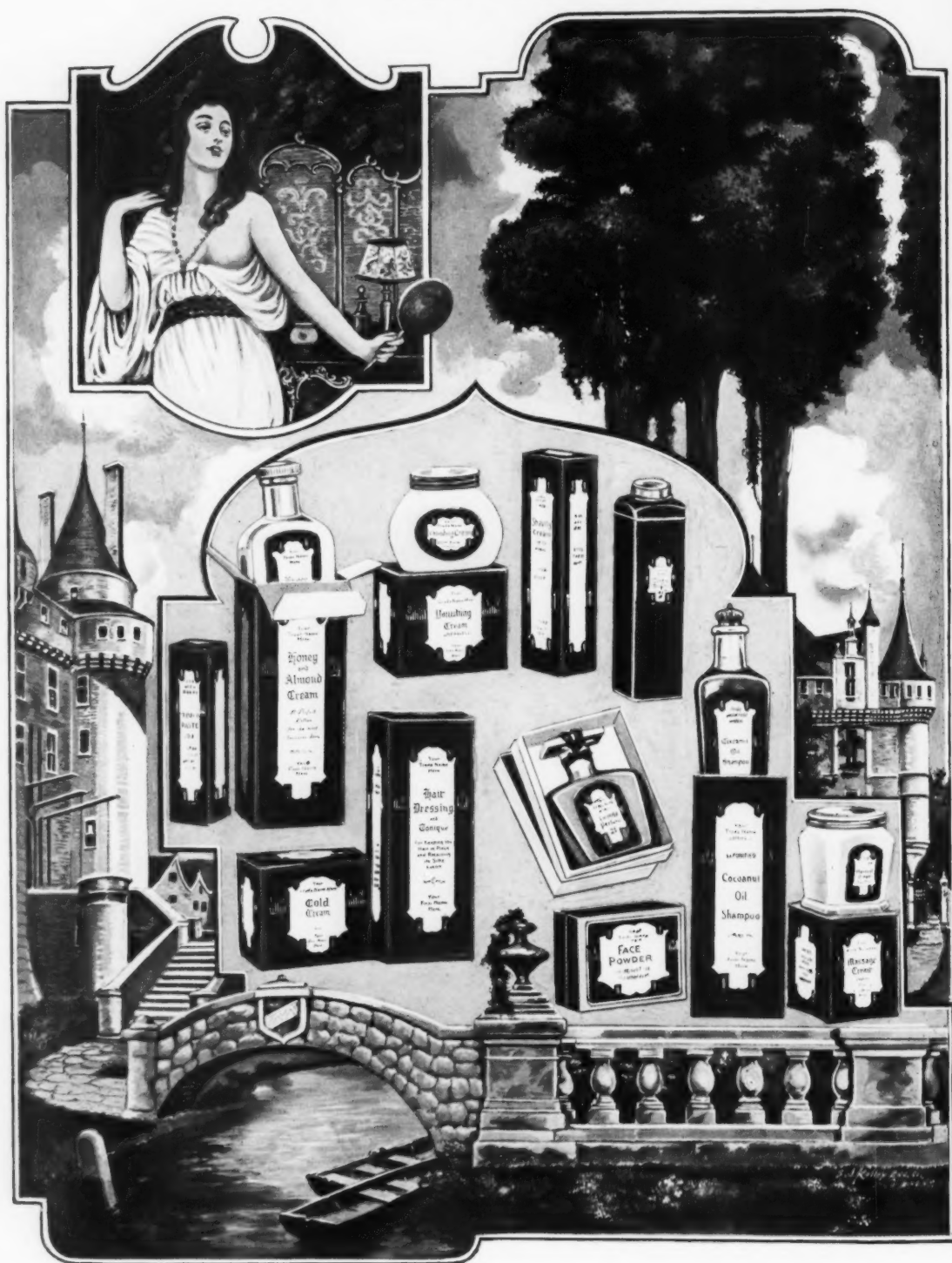
There can be no competition---your name and our policy of selling but one line of products in a community---makes your repeat sales absolutely certain! And it is easy to get started for until your own experience has convinced you of the popularity and high repeat value of these specialties we are perfectly willing that you should start in a small way, and will gladly supply---and give protection---on any two, three or four items that you may designate.

Prompt, courteous and intelligent service always.

Don't put this opportunity off---let's get started today!

COMMERCIAL LABORATORIES, INC.
NEWARK, NEW YORK STATE

THE "BEAUTY" LINE



DESCRIPTION—Each product of both the "Beauty" and "Hiawatha" lines come in attractive five color cartons, with panels on front, back, sides and top. Your trade name, firm name and name of product are printed in front and top panels—while directions for use and guarantee of quality and satisfaction are printed in the remaining three panels. Distinctive labels that harmonize with the carton show name of product and your "trade" and firm name.

The only difference between these two lines is in the design and color of cartons and labels. This difference was made in order to give you a choice and protect you from competition. For instance, if you should decide on certain items of the "Hiawatha" line—no other firm in your section will be allowed to handle these goods. This method is not only a protection to you, but forces all repeat business to come back—TO YOU!

HIGH QUALITY BUT FAIRLY PRICED TOILET SPECIALTIES—

THE "HIAWATHA" LINE



IN 2 oz. OPAL JARS—Lemon Cream, Massage Cream, Cold Cream (Pink or White), Beauty or Vanishing Cream (Pink or White).

IN 3 1/4 oz. FROSTED GLASS JARS—Lemon Cream, Massage Cream, Cold Cream (Pink or White), Beauty or Vanishing Cream (Pink or White).

IN 4 oz. FANCY GLASS BOTTLE—Toilet Water, Perfume, Bay Rum, Quinine Hair Tonic and After-Shave Lotion.

IN 4 oz. FROSTED GLASS BOTTLE—Greaseless Hair Dressing, Coconut Oil Shampoo, Honey and Almond Cream, Perfume and Cough Syrup

—READY FOR AND WORTHY OF YOUR NAME!

THE "LA OMA" LINE



DESCRIPTION

THIS attractive and beautifully packaged line is offered to meet the requirements of those who wish their Private Label Goods put up under an assumed name. For this reason this line is supplied under the trade name of "LaOma" and carries the firm name of the LaOma Laboratories, New York.

Outside cartons are finished in solid Lavender. The Labels are heavy embossed seals of a combination of silver and lavender colors --- making a very distinctive and attractive package.

In all other respects, this line is no different than the "Beauty" and "Hiawatha" lines --- but, because these goods are already packaged and are supplied under a stock label, we can furnish trial orders in smaller quantities than in those cases where it is necessary to supply individual private labels and cartons.

Whether your wants be large or small, for bulk or finished package goods according to your individual needs or desires, we can satisfactorily serve you --- and save you money!

An inquiry for further details in no way obligates you --- but gives us an opportunity to prove our merchandise, prices and service.

Will you put us to the test now --- today!

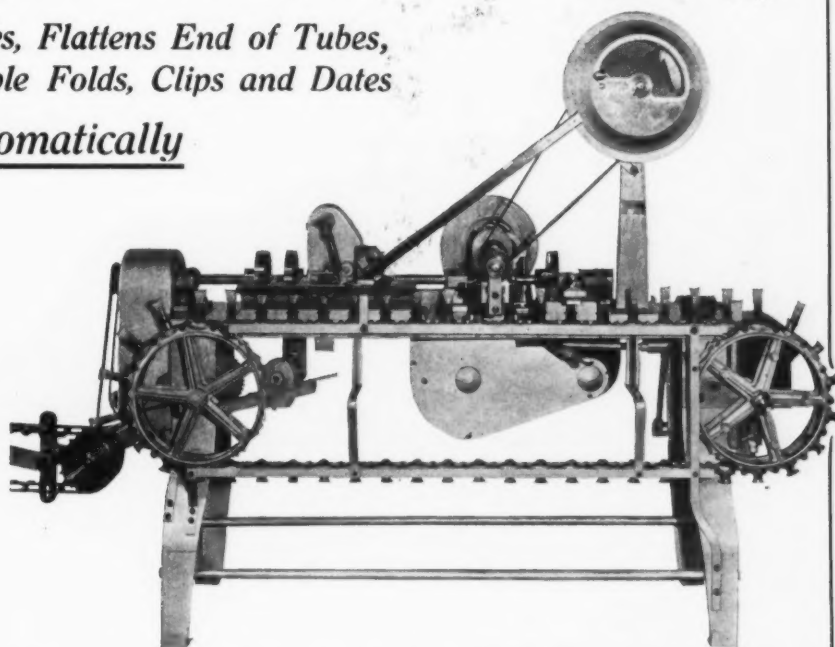
COMMERCIAL LABORATORIES, INC.

NEWARK, NEW YORK STATE

Higher Production at Less Cost

*Closes, Flattens End of Tubes,
Double Folds, Clips and Dates*

Automatically



**High Average
Production**

From 40 to 50 tubes per minute are handled by this machine.

Each tube is closed, the end flattened, double folded, clipped and dated—and it is all done neatly, smoothly and *automatically*.

**Only One
Operator Needed**

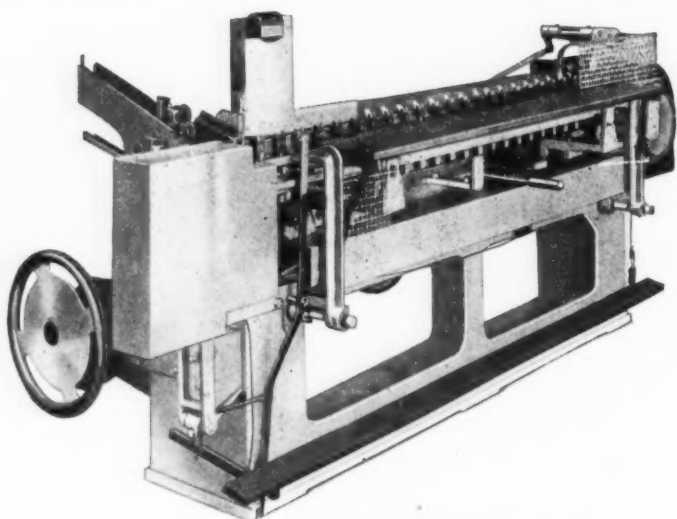
Only one operator is required. Finished tubes are discharged from machine conveyor by simple ejector. Motor drive.

Now operating satisfactorily in many nationally known plants.

It will produce the same results for you.

Also Manufacturers of Automatic Machinery for
Filling, Closing and Clipping Collapsible Tubes.

THE
Weimann Bros. Manufacturing Co.
DERBY, CONN.

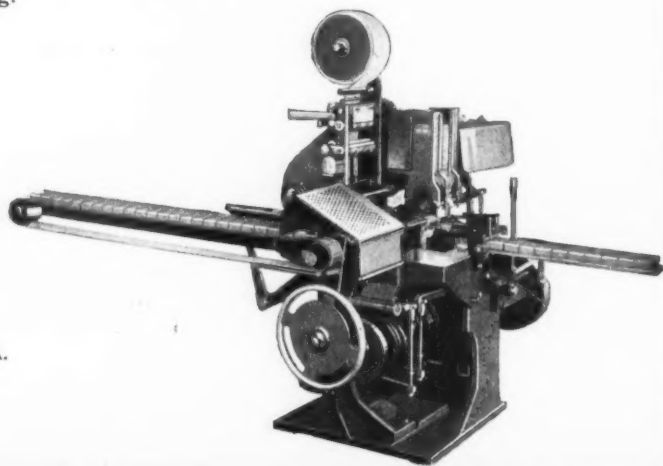


SUCCESSFULLY built labor-saving machinery must combine a high order of technical skill with the ability to thoroughly analyze special requirements and to apply the knowledge thus gained.

The Redington organization has been building special machinery successfully for over twenty-seven years.

Redington Cartoning Machines cover a wide range of industries, are extremely flexible and absolutely guaranteed.

We would like to have you write for particulars. They will be unbiased and interesting.

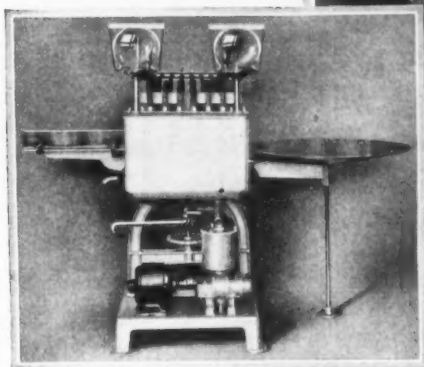


F. B. REDINGTON CO.
110 So. Sangamon St.
CHICAGO U. S. A.

*Also manufacturers of
Automatic and Semi-auto-
matic Filling and Corking
—Filling and Screw Cap-
ping Machinery.*



*Illustrating operator
in working position—
ease and simplicity.*



*Rear View showing
liquid connection to
supply tank and vacu-
um unit.*

Announcing the **SAMCO JUNIOR** Vacuum Filling Machine

AN inexpensive machine designed and built for the better bottling of liquids and semi-liquids. Built in both portable and non-portable models, with circular table or conveyor attached. Requires one unskilled operator—fills any shape bottle or can.

This machine operates on the same scientific principle as our larger universally used fully Automatic machines. It is a complete unit; requires a floor space of 2¼ ft. x 4 ft. Quickly adjusted for filling bottles or cans from 1 dram to 1 quart. Easily cleaned.

NOTE: Without obligation on your part, we would like the opportunity to show you how this machine will increase your production and lower costs.

STANDARD AUTOMATIC MACHINE CO.

860 Clinton Ave. So.

Rochester, N. Y.



Real Profits *from* Read Mixers

Read Three-Speed Mixers are real profit-makers for the Cosmetic Manufacturer. They increase production, getting more out of every batch. They lower operating costs by saving time, labor and material, and increase the quality of the product by giving it a better mixing action; thereby creating a larger demand for the product. All these things put together mean one thing for the manufacturer:

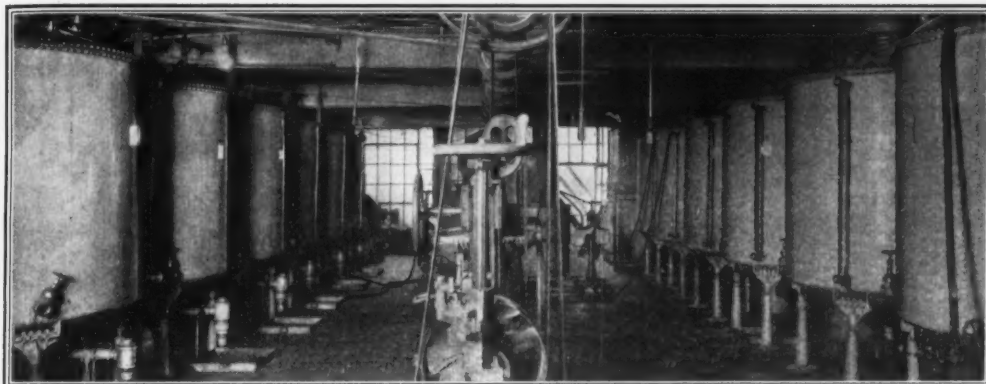
MORE AND BIGGER PROFITS

Read Mixers are the result of 15 years' experience in building mixing machinery. You'll find the principle of planetary motion has been applied to the mixing action of the READ.

Write for Catalog

Read Machinery Co.

Mixing Machinery of all Kinds
YORK, PA



Battery of Pfaudler Glass Lined Mixing and Storage Tanks—Wm. R. Warner & Co., St. Louis, Mo.

GREATER PROFITS THROUGH THE USE OF GLASS LINED EQUIPMENT

Take the last ten years you have been doing business;—figure your depreciation, repair bills, labor for cleaning, etc. on your storage tanks, mixing tanks, emulsifiers, and general plant containers. Then compare this with results that are obtained with Pfaudler equipment, either by actual observation in plants which are Pfaudler-equipped or by installing a single unit yourself.

Certain facts will show themselves;

First, that the depreciation in Pfaudler equipment is very low—lower perhaps than in any other type of container on the market.

Second, that it is the most strictly sanitary and acid-resistant equipment that can be obtained.

Sign and mail the coupon for new catalog, checking items in which you are interested. No obligation.

THE PFAUDLER CO.

217 Cutler Building

ROCHESTER, N. Y.

The World's Largest Makers of Glass Lined

Steel Equipment

Branches in Main Centers



Be sure to send for this new catalog.

The Pfaudler Co.,
217 Cutler Bldg., Rochester, N. Y.

Gentlemen:

Send your catalog, accompanying it with special information on:

☐ Perfume Mixer

☐ Emulsifier

Remarks:

☐ Tilting Kettle

☐ Portable Tank

.....

☐ Heating Tank

☐ Still

(miscellaneous equipment)

Name Address A.P. 3-24



We offer Spring Distillation only.
The Finest Quality Obtainable.
Quotations on Request.

Exclusive American Representatives

ORBIS PRODUCTS TRADING CO., Inc.

General Offices: 215 PEARL STREET, NEW YORK

Branch Office: 159 N. State St., Chicago

FOR TOILET POWDERS

Stearate of Magnesia

Light. Great Adhesiveness. Pure White. Immeasurable Fineness.
Heavy if desired. Dusts out under the puff like the finest pollen.

Stearate of Zinc

Odorless. Impalpable. Pure White. Water-Resisting. Great
Adhesiveness. Light or Heavy as desired.

Stearate of Tin

A pure product especially adapted for use in manicuring polishes
and similar preparations.

We are manufacturing the foregoing on a large scale. Deliveries
in any quantity from one barrel to a carload. Prompt shipments.

WRITE FOR SAMPLES AND PRICES.

FRANKS CHEMICAL PRODUCTS COMPANY

55 Thirty-Third Street

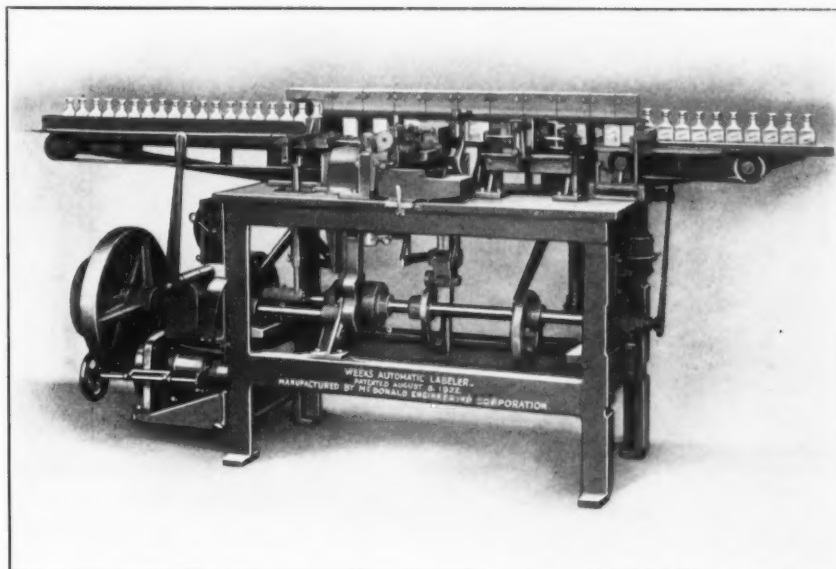
BROOKLYN, N. Y.

Office and Laboratories
Bush Terminal Building
No. 9

Stocks Carried:
Chicago St. Louis San Francisco

Telephone:
Sunset 1337-4797

Production Labeling



*One of a battery of five at
A. S. HINDS & CO. Plant, Portland, Maine*

Weeks Automatic Double and Single Labelers

50 to 144 Labels Per Minute

Labels Oval, Round and Square Bottles, Cartons, Powder Boxes, Etc.

—Fully Automatic

Adjustable in Ten Minutes from One Size to Another

Gum Applied Directly to the Label

Superior to All for Highest Quality Labelings

McDONALD ENGINEERING CORPORATION

416 West 33rd Street, New York, N. Y.

Write for Full Information

Pensco Quality
GOOD SOAP SINCE 1849



BACK in 1849, when we began business, our soaps were delivered in Covered Wagons. Now, in 1924, we have 75 years of experience to our credit in meeting and mastering problems in the manufacture of highest quality soap. Perhaps nothing could better epitomize our spirit of energy and freshened viewpoint and the desire to be a little ahead as ways improve and methods change, than the fact that today we make freight deliveries by aeroplane.

PENNSYLVANIA SOAP CO.
LANCASTER, PA.

CABLES "OLEUM" NEW YORK

R. WALTON SMITH & CO.,
INCORPORATED

16 EAST 43RD STREET
NEW YORK

A DIRECT CONNECTION BETWEEN THE WORLD'S PRODUCERS OF
ESSENTIAL OILS - FLORAL PRODUCTS
GUMS - RESINS - SYNTHETIC CHEMICALS
AND THE CONSUMERS OF AND DEALERS IN THESE MATERIALS
IN ORIGINAL CONTAINERS ONLY

PARIS
15 RUE CHARLES V

BOSTON
173 MILK STREET

The Beauty of Color Comes in the Cap



THAT vital touch of life which only color can contribute is added to your package by Capes-Viscose. Obtainable in any color to match your label or the contents of your package—transparent, translucent or opaque.

If you will send us some of your bottles for a trial capping, we will be glad to study your problem, select a capping which seems best suited for your purpose, and return the bottles to you fitted with Capes-Viscose, without cost.



CAVES-VISCOSE, INC.

Sales Office:

132 Madison Avenue, New York

Phone: Lexington 2743

American Works: Delawanna, N. J.

Cap Before
Drying
Just Put On



Cap After Drying
Fits "Like a Glove"
Makes a
Hermetic Seal

What Capes-Viscose are and How They are Used

CAPES-VISCOSE are hoods of cellulose which are slipped wet over the top of corked bottle. They dry quickly and shrink smoothly, forming an absolutely sanitary, non-absorbent and durable seal over the stopper, lip and neck of the bottle, making it impossible for the contents to leak or evaporate.

An inexperienced operator can cap 400 bottles an hour with Capes-Viscose. On some sizes and shapes as many as 600 per hour are capped regularly.

Some of the Prominent Users of Capes-Viscose

F. F. Ingram, Milkwood Cream
Nonspi Company
Northam Warren Corporation,
Cutex Manicure Specialties
Solon Palmer
Ed. Pinaud
Parfumerie Rigaud
Mme. Helena Rubenstein

S. S. White Dental Mfg. Co.
Yardley & Company, Ltd.
American Druggists Syndicate
Chattanooga Medicine Co.
E. R. Squibb & Sons
Strong, Cobb & Company
United Drug Company
Alys
American Barber Supply Co.

Armour & Company
Elizabeth Arden
Harriet Hubbard Ayer
The Bonney Company
Cheramy, Incorporated
Suzana Cocroft Laboratories
Dorothy Gray
Green Barber Supply Co.

CAPE-VISCOSE, INC.

Sales Office:

132 Madison Avenue, New York

Phone: Lexington 2743

American Works: Delawanna, N. J.

CLARENCE MORGAN & COMPANY

SPERMACETI WAX

WHITE WAX PURE

KAOLIN BOLTED

CHALK PRECIP.

ZINC OXIDE

ZINC STEARATE

355 W. ONTARIO ST.

CHICAGO
SUPERIOR 8870

FRIES BROS.

AUBEPINE

(ANISIC ALDEHYDE)

A colorless liquid.

Specific Gravity, 1.123 at
25° C.

Boiling point, 245-246° C.

Soluble in all proportions
in alcohol 70% to 95%.

Practically 100% Pure
Anisic Aldehyde.

A less pure Aubepine, upon
evaporation, will leave an odor
reminiscent of Anise or
Methyl Para Cresol. Upon
making the evaporation test,
results will show this charac-
teristic entirely absent from
Fries Bros.' Aubepine.

92 Reade Street New York

ESSENFLOUR PRODUCTS LTD.

MYSORE (S. INDIA)

Distillers of Essential Oils and Manufacturers of Perfumery Products

Sole Consignees and Distributors

MYSORE

(GOVERNMENT DISTILLED)

SANDALWOOD OIL

Satisfying the requirements of all Pharmacopoeias

Samples and prices will be readily furnished on application to sole representatives

Sole Agents U. S. A.

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26 Cortlandt Street
NEW YORK CITY

CABLE ADDRESS
COXASPEN, N. Y.

BUTYRIC ACID, EDIBLE

A special grade for use
in imitation Butter Flavors

ESTABLISHED 1882

THE NORTHWESTERN CHEMICAL CO.

The Largest Makers of Butyric Ether in the World

WAUWATOSA

WISCONSIN

HYDROXYCITRONELLAL 100%

Highest Quality

GERANIOL EXTRA

With the Odour of Fresh Rose Petals

A. M. TODD COMPANY

KALAMAZOO

MICHIGAN, U. S. A.

Established in 1869

Kremol—Oil for Cold Cream

A pure white mineral oil of exceptional quality especially refined for use in manufacturing COLD CREAMS, NOSE and THROAT SPRAYS. Made in two grades—LIGHT and HEAVY.

Medicol

A medicinal white mineral oil of super-quality. Manufactured especially for Internal Use. Made in five grades, LIGHT, MEDIUM HEAVY, EXTRA HEAVY and SPECIAL HEAVY. All grades more than conform to the requirements of the U. S. P.

Sherpetco

Petrolatum
Amber Lily White
Light Amber White Superfine
Cream White Snow White

Manufactured from strictly PENNSYLVANIA CRUDE, filtered for COLOR, TASTE and ODOR. All grades conforming to U. S. P. requirements.

Sheroline

A synthetic petroleum jelly, snow white in color, used as a base for COLD CREAMS, CAMPHOR-ICE, SALVES, OINTMENTS, etc.

Our products are made for manufacturers of cold creams, ointments and other toilet and pharmaceutical preparations. Highly refined, tasteless, odorless and absolutely pure. Our specialists will confer with you on any problem involving the use of mineral oils or jellies.

Formulae for cold creams, lotions, salves, etc., available to our customers without charge.

WRITE FOR SAMPLES AND FULL INFORMATION

Sherwood Petroleum Co., Inc.

Quality Products—the standard by which all others are judged.

General Offices: BUSH TERMINAL

Telephones { Sunset 8049
 { Sunset 7862

BROOKLYN, N. Y.

Refinery: CORAOPOLIS, PA.
Eastern Works: BROOKLYN, N. Y.



321-323 N. SHELDON STREET

CHICAGO, ILL.

Synthetic Floral Ottos for All Purposes

Apple Blossom
Bouquet de Orient
Carnation
Fleur de Muguet
Honeysuckle
Heliotrope

Idealine
Jasmin Fleur
Lilac Blossom
Lilas de France
Lily of the Valley
Narcisse

Quinarome
Rose Syn. (Near Otto Rose)
Rosabla (White Rose)
Rosadora R.R. (Red Rose)
Syringa de Orient
Violet Florence

Many others of present popular types.

The above listed Floral Ottos are only a few of our products of which we will be pleased to submit samples and quotations upon request.

When writing us indicate clearly the purpose the Floral Otto is to be used for. This information will enable us to select suitable material for your special requirements.

Write for Our General Price List

ANY ROUND PAPER BOX



We have special facilities for manufacturing round Face Powder and Rouge boxes.

Let us estimate on your next contract.

All boxes can be furnished with powder container

EUGENE K. PLUMLY

N. E. Corner Broad and Federal Sts.

PHILADELPHIA, PA.

ESTABLISHED
1840INCORPORATED
1922**Shipkoff's Pure Otto of Rose**

Main Offices:
Shipkoff & Co., Ltd.
Sofia, Bulgaria

Branch Office:
Kazanlik, Bulgaria

Model factories:
In all main centers
of the Rose District.

Highest Awards
Including four Grand
Prizes.

The test of cheapness is *quality—not price*. Shipkoff's Otto of Rose is *the cheapest* because it is *the best* in the market. It is *absolutely pure* and warranted free from any foreign matter. It is *the standard brand*—always uniform and one quality only—the very best. It is distilled with the greatest care, only in the very finest centers of the rose district in Bulgaria and from the choicest *fresh red roses*—being a *perfect blend* of same. The *bouquet* of its aroma is the richest and sweetest rose odor—without any heavy vegetable scent. For strength, richness and delicacy of true rose odor, it has never been surpassed. All high class perfumers use it exclusively. Try it and you will do likewise. Don't hesitate. *Do it now.*

Distributing de-
pots: Paris, London,
Hamburg and in all
main perfumery cen-
ters.

Montreal Depot:
41-43 Youville Place.

London Depot:
5 Giltspur St.
Newgate St.
E. C. 1

Original packages:
4, 8, 16, 24, 32, 40, 48,
56, 64, 72 and 80 ozs.
each.

American Office
SHIPKOFF & CO., Inc.
219 PEARL ST., NEW YORK, N. Y.

For Toilet Powders

PLYMOUTH STEARATES
of
ZINC—MAGNESIA—ALUMINUM—CALCIUM
ZINC OXIDE—JAVA RICE STARCH

For Toilet Creams

PLYMOUTH REFINERY PRODUCTS
COLD CREAM OILS—PETROLATUMS
IMPORTED STEARIC ACID
SUN BLEACHED WAX—CERESENE WAX—PARAFFINES

Exports—M. W. PARSONS—Imports

Plymouth Organic Laboratories

and

New York

JACINTHE BLOSSOM B

Lb. \$12.00 Trial Ounce \$.75

ONE of the strongest, sweetest, most refined and generally useful oils is that of Hyacinth. It is not only a most effective perfume in itself, but it adds a distinction to Rose, Lilac and Lily compositions which wonderfully enhances their beauty.

Our JACINTHE BLOSSOM B. is a faithful reproduction of the perfume of the Hyacinth flower, and will be found most highly suitable for use wherever the Hyacinth note is required.



UNITED LABORATORIES

PERFUME BASES.

Natural and Synthetic Materials for Perfumers and Toilet Goods Manufacturers.
As Consulting Chemists, our many years of actual manufacturing experience are at your service.

15 South William Street

New York, N. Y.



"A Business Built on Recommendation."

LIPSTICKS

Consulting Service on the
manufacture of Lip Rouge

Formulae and moulds furnished for same

JOSEPH L. STUMMER

Manufacturing and Consulting Chemist

Office and Laboratories

201 Fulton Street

(opposite Hudson Terminal)

New York

Telephone Cortlandt 2327

Cable Address "Cosmetic"

**Hoshi Pharmaceutical
Co. Ltd.
Tokio, Japan**

Quinine and its Salts
U. S. P.

*For Medicinal
and Denaturing
Purposes*

PYRIDIN

For Denaturing Purposes

"PURITAN BRAND"

ESSENTIAL OILS

&

SYNTHETICS

BUBECK & DOLDER

Bale, Switzerland

*FINE CHEMICALS
and
PHARMACEUTICALS*

VIETOR & HOSKEN

160 Pearl St., New York

Telephone: Hanover 3224-5

Sole Distributors

OUR LATEST CREATION

**FRAGRANT
MAH JONG**

(Patent applied for)

An individual bouquet that floats sensuously through the air and conveys reminiscence of the languorous flowers of the Far East. Trial ounce \$1.75.



TUBEROSE

(Synthetic)

Scarcity of the natural product has made high prices. The Synthetic Tuberose is in demand. Our product fully replaces the natural product, both in strength and quality.

JASMIN

(Synthetic)

Our Synthetic Jasmin combines the elements of a real substitute for the natural product. Prohibitive prices of the natural make the Synthetic a market consideration today.

Essential Oils Terpeneless Oils

SYNTHETIC FLOWER OILS

Neroli	Rose Marechal Niel
Linden Blossom	Moss Rose
Orange Blossom	Red Rose
May Blossom	Narcisses
Lilac Blossom	Cyclamen
Acacia	Jonquille
Chypre	Wallflowers
Hyacinth	Heliotrope

We furnish prices and samples or quote on your requirements.

We will appoint selling agents

ERNST BISCHOFF CO., Inc.

135 Hudson St., New York, N. Y. U. S. A.

Telephone Canal 4509—10437

If you do

compound the flower oils

JASMIN and NARCISSUS

then let us help you to improve them.
Here are the chemicals that you need:

Benzyl Acetate F. F. C.	Hydroxy-Citronellal C. P.
Benzyl Alcohol F. F. C.	Iso-Butyl Phenyl Acetate
Benzyl Propionate F. F. C.	Linalool Bois de Rose
Bergamot Terpeneless	Linalyl Acetate 90%
Butyl Phenyl Acetate	Methyl Acetophenone
P-Cresyl Acetate	Petitgrain Terpeneless
P-Cresyl Phenyl Acetate	Phenyl Ethyl Alcohol C. P.
Di-Methyl Anthranilate	Phenyl Ethyl Propionate
Geraniol Absolute	Rhodinol C. P.

Use Felco Aromatic Chemicals, guaranteed absolutely pure and uniform, and be assured of a perfect blend and flawless odor in your compound.

Ask for samples

If you do not

compound the oils yourself

take advantage of our long experience in compounding and our special research work on

JASMIN and NARCISSUS

We have these two popular odors in a variety of oils suitable for extracts and toilet waters, also for face powders, creams, and talcum powders, which they are guaranteed not to discolor. Prices range from \$13.00 up.

Ask for samples

FELTON CHEMICAL COMPANY, INC.

Manufacturers of Perfumers' Raw Materials

65 Taaffe Place

Brooklyn, N. Y.

FACE POWDER

ANY GRADE—ANY COLOR—ANY QUANTITY

NO ORDER TOO LARGE—NONE TOO SMALL.

**Cold Cream—Vanishing Cream—Massage Cream
Beauty Clay—Talcum Powder**

All Merchandise in Bulk or in Your Own Containers

SACHETS—We manufacture a line of fanciful sachets, which ought to prove a source of ready profit to dealers.

WINNER LABORATORIES

53 Mercer St.

New York, N. Y.

(Phone Canal 3556)

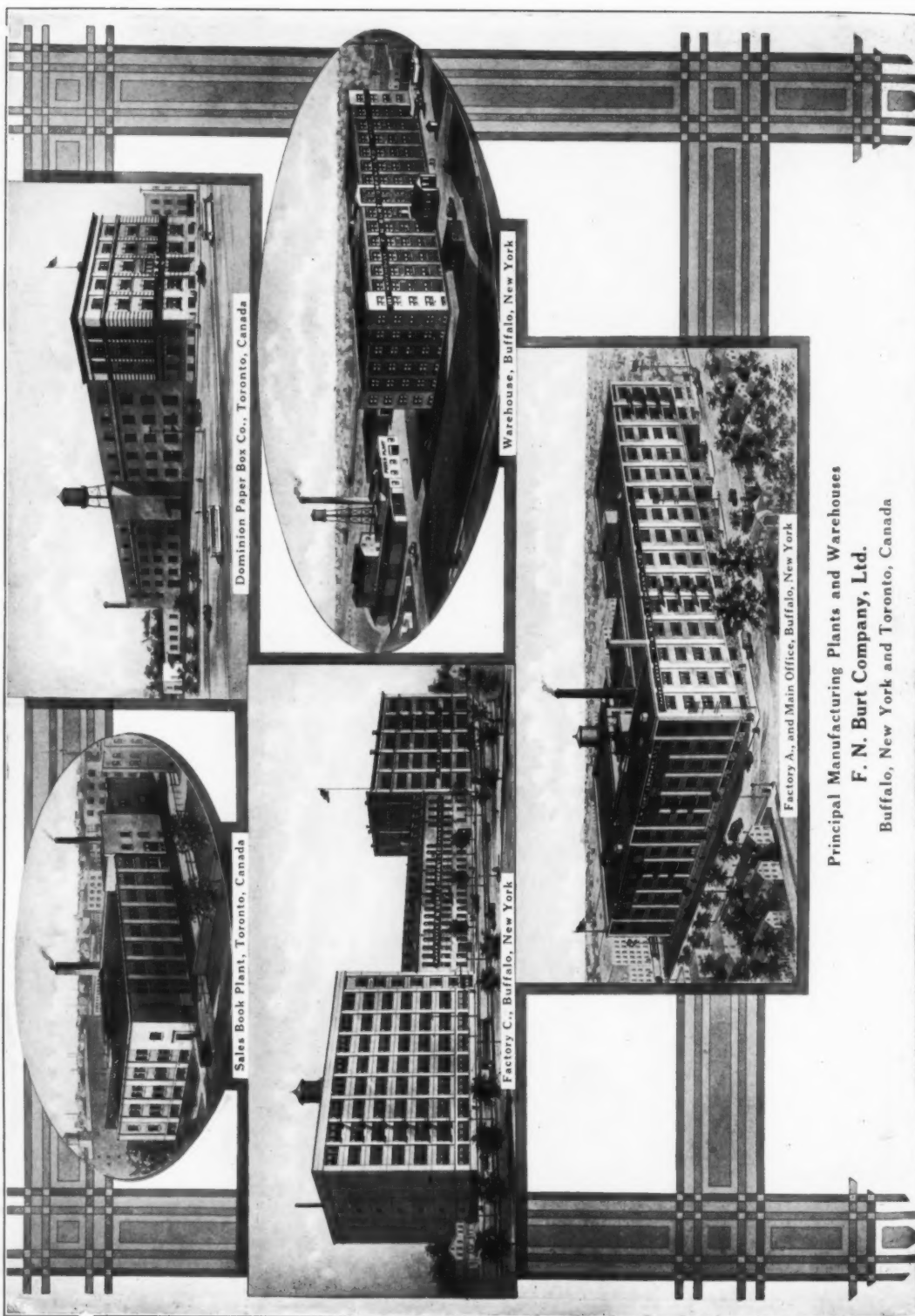
F·N·Burt Company Ltd.

SPECIALISTS IN

**Small, Fine
Paper Boxes**



MAIN OFFICE,
540 SENECA STREET,
BUFFALO, N. Y.



Principal Manufacturing Plants and Warehouses
F. N. Burt Company, Ltd.
 Buffalo, New York and Toronto, Canada

FLORASYNTH LABORATORIES, Inc.



MANUFACTURING CHEMISTS
EXECUTIVE OFFICES AND WORKS
UNIONPORT, NEW YORK



AROMATIC CHEMICALS

DIHYDROXY CITRONELLIC KETONE—

Perfect Lily Base—Stability guaranteed

TETRO-HYDROPARAMETHYL QUINOLEIN

Fixative—Lilac—Lily—Rose

PARA CRESYL PHENYL ACETATE

Fixative—Indispensible constituent for reproduction of
Narcissus—actually present in the Natural Flower Oil.

ISO BUTYL INDOL

A Powerful Organic Product
A Fixative of Quality
WILL NOT DISCOLOR

BASIC MATERIALS
FOR FLAVORING
EXTRACT MANUFACTURERS
ALDEHYDES
KETONES
FRUIT ESTERS

Consult our Research
Dept. about your flavoring
problems.

DIETHYL PHTHALATE C. P.

Denaturing Quality. Specify our
product for your 39B alcohol.

IMPORTERS AND GRINDERS

Prime LEE MOOR, Bolted Grade of
ENGLISH CHINA CLAY (KAOLIN)

Foreign— **TALC** —Domestic

FULLER'S EARTH (Genuine English)

INFUSORIAL EARTH
PRECIPITATED CHALK
PREPARED CHALK

STEARATE OF ZINC
PARIS WHITE
WHITING—All Grades

HAMMILL & GILLESPIE, INC.

Founded A. D. 1848.

240 and 242 FRONT ST., NEW YORK

Chicago Representatives

A. C. DRURY & CO.

420 Rush St.

Telephone Central 2349

A Spring Tonic for Your Tubes!

AUTHORITIES on methods to increase your sales volume advise that the place to begin a sales campaign is where your tubes originate.

How true that is! For aren't the tubes the brightest, the most conspicuous features that draw the consumers attention at a glance? Don't they reflect the character and quality of their maker? They give the *motif*, the dominant note with which everything must be in harmony.

Often after choosing your tubes with such great care you find them disappointing, for after a little while when displayed in your customers show case or window under a glaring light the whole effect is spoiled. The beauty you achieved is gone.

GLOBE TUBES resist discoloring under such trying conditions; the enamel will not prove brittle and peel off.

GLOBE TUBES are strong, flexible, without pin holes, and have weight and body. They will retain the character you originally imparted to them.

Let your next order be GLOBE TUBES and thus you will convince yourself.

Globe Collapsible Tube Corp.

401-405 JEFFERSON STREET
HOBOKEN, N. J.

The Seal for Toilet Requisites



PROBABLY no preparations require greater care in selecting a closure than toilet requisites. Delicately perfumed. Deteriorating, drying out unless sealed air-tight after each daily application.

Leading manufacturers have found in the Duplex Seal the only completely satisfactory closure—sealing and resealing the jar air-tight—keeping the contents fresh and sweet *down to the last little bit*. Off with a quarter turn of the wrist—on with the same easy motion.

The Duplex Seal builds good will.

The Duplex Seal

A PERFECT SEALING & RE-SEALING
CAP FOR GLASS BOTTLES & JARS

NATIONAL SEAL COMPANY, Inc.

Executive Offices and Works:

14th Ave. and 36th St., Brooklyn, N. Y.

208 S. La Salle Street, Chicago, Ill.

Liberty Central Bldg., St. Louis, Mo.

201 First National Bank Bldg., Kansas City, Mo.

Newport Bldg., 68 Devonshire St., Boston, Mass.

Morgan & Sampson, Pacific Coast Representatives
84 Second Street, San Francisco, Calif.

Duplex Seals manufactured and sold in Canada
by The Canadian Bond Crown Co., Ltd.,
75 Panet St., Montreal

When You Buy

B & W

LANOLINE

You Buy Quality Plus Our
Guarantee to be
100% U.S.P.

—

Odorless, Light in Color
Anhydrous, Uniform
Will Not Turn
Dark with Age

—

Manufactured by

THE B & W CO.

INCORPORATED 1918

Bopf & Whittan

Elizabeth, N. J., U. S. A.

Dennison's



Dennison is also the designer and manufacturer of quality boxes for Powder and Perfume.

Seals that show on the profit sheet

A PERFUMERY WRAP that is fanciful—as delicate in design as the fragrance it represents—that is what helps sell the product *first*.

Perfumery manufacturers recognize this. They know that the selling appeal of the package is of prime importance. That is why they use seals and bright labels.

Dennison designs seals and labels both rich and simple—seals and labels that are a quality product—aimed to help *sell* a quality product. For years, Dennison has designed and created the finest seals.

Actual samples are necessary to prove the superiority of Dennison design and workmanship. Just clip the coupon *now* and you will get them. Write today!

DENNISON MFG. CO., Dept. 143 Framingham, Mass.

Please send me samples of your Perfumers' Seals and Labels.

I am also interested in fine boxes.

Name

Address

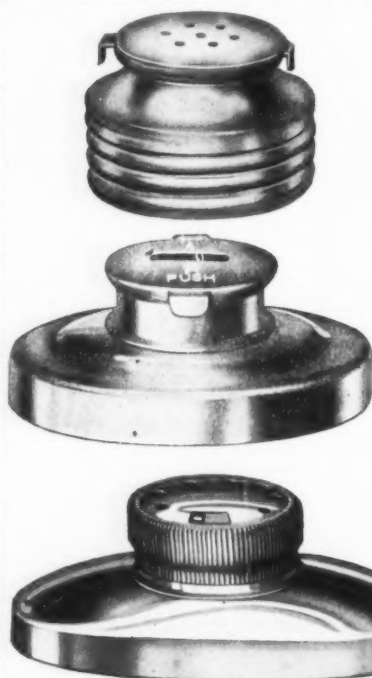


MONARCH QUALITY

Superior Paper Boxes
for
TOILET Preparations

Our Designing Department
is always at Your Service.

Monarch Nusbaum Paper Box Co., Inc.
BUFFALO, NEW YORK.



Quantity Production on a Quality Basis

SCOVILL can tops do not have to be operated with a monkey wrench. Accuracy of parts and exactness of fit are brought about by spending the time and effort necessary for planning and making good permanent tools and maintaining them.

Choosing the correct metal for the job, constant gaging

and inspecting during each operation, using mature knowledge in making beautiful and lasting finishes—all contribute toward maintaining the high standard of quality for which this Company is noted.

We have on hand tools and dies for many of the standard tops. How may we serve you?

BRASS MILL PRODUCTS—MANUFACTURED GOODS TO ORDER

SCOVILL MANUFACTURING COMPANY

Main Office, Mills and Factories—WATERBURY, CONN.

SALES OFFICES:

280 Broadway, New York
224 W. Lake St., Chicago
1213 W. 3rd St., Cleveland
Penna Bldg., Philadelphia
10 High St., Boston
149 California St.,
San Francisco

ESTABLISHED 1802
SCOVILL
MANUFACTURING COMPANY

MEMBER COPPER AND BRASS RESEARCH ASSOCIATION

The Collapsible Tube

The one perfect container for ointments, creams or greases.

Keeps the contents moist and fresh—only one person's fingers in contact with the contents.

PEERLESS
COLLAPSIBLE
TUBES

The One Perfect Tube

May we send you samples?

PEERLESS TUBE COMPANY, 48 Locust Ave., Bloomfield, N. J.

CABLE ADDRESS—"PEERTUBE, BLOOMFIELD, N. J."



Perfumes

Face Powders

Bulk or in your own containers

NARCISSUS OUR SPECIALTY

Reproduces with exacting fidelity the fascinating but elusive character which only the French Perfumers have created.

Write for samples—prices cheerfully furnished.

JOUBERT CIE.

24 East 22nd St., New York City



*The Best Materials and Work-
manship in Paper Box
Construction*

"BAXTER" QUALITY

Boston
Showroom
34 Merchants Row

New York
Showroom
30 East 42d St.

SERVICE



QUALITY

FACTORIES IN MAINE

General Office: Brunswick, Maine



How to Improve Your Bottled Package

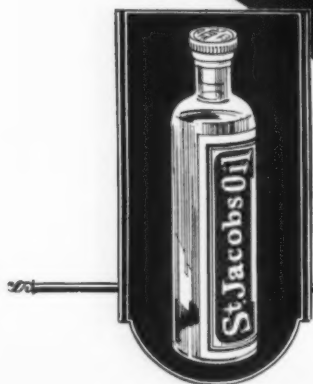
HAVE you ever considered improving your bottled package? Bettering its appearance and making it easier for the consumer to use your product will certainly increase sales.

Such improvements can be easily made simply by using Armstrong's Embossed Top Corks. They will give an artistic finishing touch to your package that will instantly attract attention. Yet they will not change the present appearance materially. In fact, the tops embossed with your trade-mark or other design, and colored to harmonize with the contents or label, will actually enable customers to recognize your product more readily.

Armstrong's Embossed Top Corks can be quickly and easily removed or replaced. Consumers always appreciate their convenience and you will like them, too, because of the good-will they will gain for your product.

Would you like to see samples of Armstrong's Embossed Top Corks that other manufacturers are using? They will be gladly sent on request, together with prices. Write for them today.

ARMSTRONG CORK COMPANY, 139 Twenty-third Street, PITTSBURGH, PA.



ARMSTRONG'S EMBOSSED TOP CORKS

Handy as a Door-Knob



Protective Products

comprise a complete line for the preservation and decoration of wood, metal, plaster, concrete and other surfaces, and include:

Concrete Floor Coatings
Waterproofing Compounds
Damp Resisting Paints
Cement and Mortar Colors
Steel Preservative Paints
Interior Wall Coatings
Enamels, Varnishes
and Specialties

Loch Brothers

ESTABLISHED 1848 INCORPORATED 1922
Technical and Scientific Paint and Varnish Makers
110 EAST 42nd STREET, NEW YORK, N. Y.
Opposite Grand Central Terminal
Works: Long Island City, N. Y.

AUGUST GIESE & SON

162 William Street
New York



FRENCH FILTER PAPER

ALL GRADES



Get Our Prices



In Stock in
New York for
Spot Shipment

Vanity Puffs—*Quality First*

The Puff is the first thing to be seen when opening your vanity case.
To create the impression you want, the puff should be of the best quality.
That is the only kind we make—

THE BEST

When the compact is almost used up, the puff should still show quality, so that the user will demand your refill or a new case.



ALVA MANUFACTURING CO.

77-79 Washington Avenue, Brookyn, N. Y.



Appearance Can Arouse Desire

THEREFORE THE DISPLAY OF A PLEASING BOX PRODUCES
A DESIRE FOR THE GOODS IT CONTAINS.

We Specialize in Round Face Powder Boxes

Write before placing your next contract.

The Randolph Paper Box Co., Inc.

1307-1313 Ross St.

Richmond, Va.

NEW COLORS FOR 1924

TOPAZ

TURQUOISE

EBONY

STOPPER No. 300—BOTTLE No. 300—2 OZ.
SAMPLES TWENTY-FIVE CENTS EACH



TOPAZ
FROSTED

To the attractive design and excellent workmanship of these bottles, has been added *color*—and thus their consumer appeal has been greatly enhanced. The trend toward novelty in modern packages is pronounced.



TURQUOISE
FROSTED



EBONY
PLAIN

T. C. WHEATON CO.
EXPERT BOTTLE BLOWERS
MILLVILLE, N. J.

NEW YORK OFFICE—165 BROADWAY
PHONE: CORTLANDT 4917

CHICAGO OFFICE—14 E. JACKSON BOULEVARD



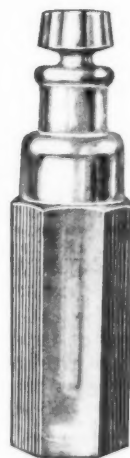
OUR FACTORY AT MILLVILLE, NEW JERSEY



Round Purse Bottle
1/5-oz. capacity

BOTTLES
OF
SUPERIOR
QUALITY
FOR
PERFUMERS

CATALOG ON REQUEST



Hexagon Purse Bottle
2-dr. capacity
(Furnished with cap)

T. C. WHEATON CO.
EXPERT BOTTLE BLOWERS

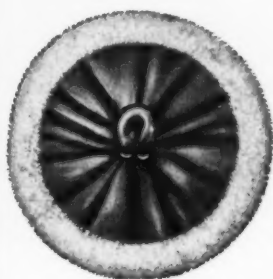
MILLVILLE, N. J., U. S. A.

NEW YORK OFFICE
165 Broadway

CHICAGO OFFICE
14 E. Jackson Boulevard

Removal Notice

WE have moved our offices and manufacturing plant to a more central location at 154 Eleventh avenue, New York City. With the increased space and the added facilities made available in our new location, we will be better able than heretofore to give our customers utmost service in supplying their needs for vanity puffs.



Pat. Aug. 21, 1923

VALMONT
MANUFACTURING CO.
INC.

154 Eleventh Avenue
NEW YORK, N. Y.

Capacity 950 gross per day



Pat. Aug. 21, 1923

Have You Mailed the Coupon Yet?

A DISTINCTIVELY designed, carefully made Horn seal will add to the selling power of your package wherever it is displayed.

Our designers have created seals for some of the most prominent manufacturers of toilet preparations. Our success in creating individual, sales-producing seals for them is evidence of our ability to serve you.

Let us create a seal or label for you. Our new process enables us to produce unusually beautiful effects—and the Prices are **Most Attractive**.

If you have not mailed the coupon yet, you have delayed securing a sales help which should be yours. Send the coupon today.



John Horn
SEALS

837-839 TENTH AVE. NEW YORK, N. Y.

Kindly send me a sample package
of your seals.

Name

Address



REPEAT ORDERS
 FOR OUR STOCK LABELS
TELL THE TALE!
 ENGRAVED LETTERING GIVES
 THAT DISTINCTIVE LOOK

LABELS IN STOCK FOR
 HAIR TONIC SHAMPOO
 TOILET WATER CREAMS
 BANDOLINE COSMETICS
 PERFUMES EXTRACTS
 TALCUM POWDER WRAPS
 SACHET ENV.

SEND FOR OUR CATALOGUE OF
 STOCK PERFUMERY LABELS

THE JARDEN LITHO.CO.
 308-312 N. 10TH ST. PHILA.,PA.



DEJONGE Quality Papers



The business of this house was founded some seventy-five years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

LOUIS DEJONGE & CO.

69-71-73 Duane Street

NEW YORK

FRUIT FLAVORED LIP STICKS

The Latest Parisian Craze



3

No longer a Novelty—already approved by American Beauties everywhere.

Don't wait—Send for samples and prices today. Supply the enormous waiting demand under your private label.

LIP STICKS—EYEBROW PENCILS. Full line of CREAMS, LOTIONS and COSMETIQUES.

PRIVATE FORMULA WORK
OUR SPECIALTY.



1



1

MERVEILLE PUFF & COSMETIC CO., Inc.

339 East 93d Street

New York, N. Y.

"WE STRIVE FOR PERFECTION"

Our Tubes are Guaranteed Not to Peel or Crack

PURE TIN
OR LEAD

PLAIN OR
DECORATED



Wheeling Stamping Co.

Eastern Representative

GEO. K. DILLER

90 West Broadway, New York

Wheeling, W. Va.

Factory

WHEELING, W. VA.

B. E. STOVER, Sales Mgr.

Perfumers & Jewelers Box Co.

214-216 West 14th Street
New York



No. 231



No. 185



No. 232



No. 237



No. 234



No. 230



No. 233



No. 238



No. 184



No. 215



No. 236



No. 188

CUTS FULL SIZE

Specialists in Screw Caps and Similar Products

Designers and manufacturers of
Sheet Metal Specialties—such
as caps for talcum and tooth-
powder cans and jars in Brass—
Polished Nickel Plated, etc.—
and other metals.

BRASS GOODS MFG. CO.

345 ELDERT ST., BROOKLYN, N. Y.

Herbert O. Hyatt
President & Treasurer

Frank S. Hyatt
Vice-Pres. & Sec'y.



The Foxon Company, Inc.
 PROVIDENCE — RHODE ISLAND
The Home of the Label Beautiful
 Real Art — Perfect Workmanship
 ~ ON EMBOSSED ~

ONE SEALS
 COLOR LABELS
 MULTI- ORNATE JEWELRY TAGS
 COLOR OR CUT-OUT ORNAMENTATION
 METALLIC SHAD. RIBBON SLIDES
 INGS PERFECTLY BOX TOPS
 STEEL-DIE CUT FOLDING BOXES
 BEST PRICES ON PURE GOLD

NEW YORK OFFICES —
 36 WEST 34TH STREET
 R.E. CHUMASERO - MGR. TEL. PENNSYLVANIA 1538-1539
 ST. LOUIS OFFICE
 2042 RAILWAY EXCHANGE BUILDING
 S.C. BUNN - MANAGER TEL. OLIVE 2434
 CHICAGO OFFICE
 WITH ROSE LABEL & BOX CO.
 108 LA SALLE ST - TEL. - DEARBORN 9637



ARABOL

Sticks
this Label



Wherever you see the world's leading products you are pretty sure to find the labels put on with ARABOL adhesives.

Manufacturers of nationally known products are as particular about their labeling glue as they are about their trade mark, because glue carries their advertising message to the consumer.

Can you afford to be less particular about the adhesives that carry *your* labels?

Write us about your requirements and let us send you free samples.

THE ARABOL MANUFACTURING CO.

New York: 110 E. 42nd St.

Chicago: 111 W. Wash. St. Toronto: 13 King St., W.

Boston New Orleans St. Louis

Montreal London, Eng.

Factories at Brooklyn, N. Y., Chicago, Ill. and
 Brampton, Ont.



Beautiful Baccarat Glassware

The creations of Compagnie des Cristalleries de Baccarat, in purest crystal cut glass, noted the world over for their brilliance, are offered to American perfumers.

Full line of samples on display.

Write for full information.

Guerin-Pouyat-Elite, Ltd.

Sole Agents for United States and Canada

43 W. 23d Street

New York, N. Y.

The Lorscheider-Schang Company, Inc.

45 ANDREWS ST., ROCHESTER, N. Y. 1133 BROADWAY, NEW YORK CITY



**Designers and
manufacturers**

OF

**Highest Grade Boxes
Only**

FOR

**Complexion Powders,
Perfumery and
Toilet Articles**



Portable Fluid Mixers Are Dependable

Because

their structure is based on correct engineering principles.

OUR EXPERIENCE OF YEARS has proven the single propeller with its downward angular thrust the most practical and efficient. All solids are washed from the bottom and kept in rapid circulation until dissolved. *Propeller amply submerged, does not splash.*

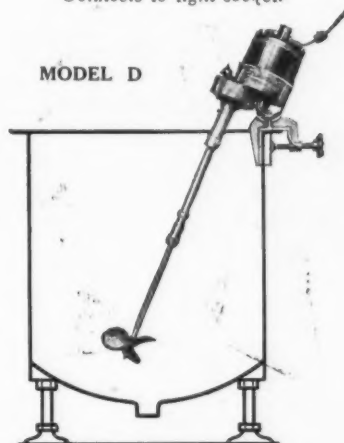
Vertical motor carried in strong housing.
Mixing shaft carried in out-board bearing.
Strong shaft structure of telescopic design.
Supporting clamp adjusts to any position.

Sizes range from 1 to 1000 gallons

Write for Full Information.

MIXING EQUIPMENT CO., Inc.
50 East 42nd Street New York, N.Y.

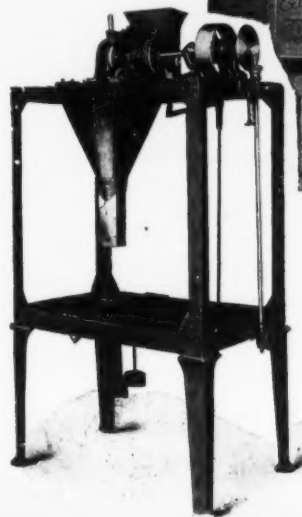
*Clamps on any vessel.
Mixes all fluids quickly and thoroughly.
Connects to light socket.*



MODEL D

Patents Pending

A few of the many containers of well known products which are filled with DAY Packers, are shown herewith. These represent only a very small percentage of the products neatly handled by these machines.



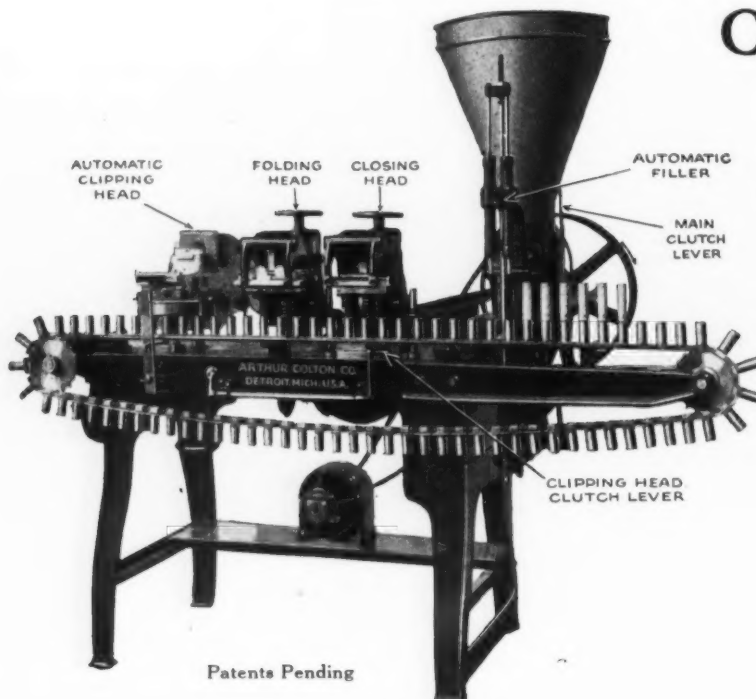
Large or Small The DAY Packer Fills Them

From the tiny half-ounce package to the large six-pound one you wish to fill, this DAY equipment will do the work. Illustrated above is a wide range of sizes and shapes, a few of those DAY Packers are filling daily. Equipped with Automatic Feeder which helps speed up the work in your plant. Let our nearest representative counsel with you regarding your packing problems.

Write for the New DAY Catalog of Special Mixing and Grinding Machinery.

THE J. H. DAY COMPANY
CINCINNATI, OHIO

New York Boston Buffalo Philadelphia Kansas City Chicago Columbus
Dallas Milwaukee Minneapolis Pittsburgh San Francisco St. Louis Atlanta



Patents Pending

Colton No. 6c

**Filling, Cleaning and
Wiping, Folding,
Clipping and Dating
Machine**

Capacity 45 to 50
tubes per minute.

This machine is
recommended on
large runs.

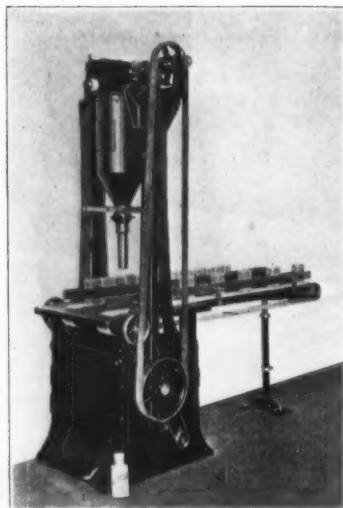
*Send for Circular
Fully Describing*

**Arthur Colton
Company**

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(Five other models manufactured)



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Packs **LIGHT DRY POWDERS** into snug containers
or through reduced openings:

- speedily,
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- practically without dust,
- with minimum spillage and breakage.

Adjusts readily:

- in size from $\frac{1}{2}$ " to 10" deep up to 5"
round or square.
- in weight from $\frac{1}{2}$ ounce to 1 lb. or more.

Improves Labor Conditions and Reduces Waste.

Lowers the Filling Cost Per Package.

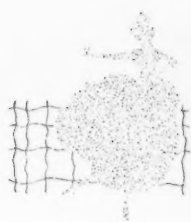
Insures sanitary and salable Products.

National Packaging Machinery Co.

190 Green St., Jamaica Plain Boston, Mass.

New York Office: 50 Church St. Chicago Office: 20 E. Jackson Blvd.

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58 P

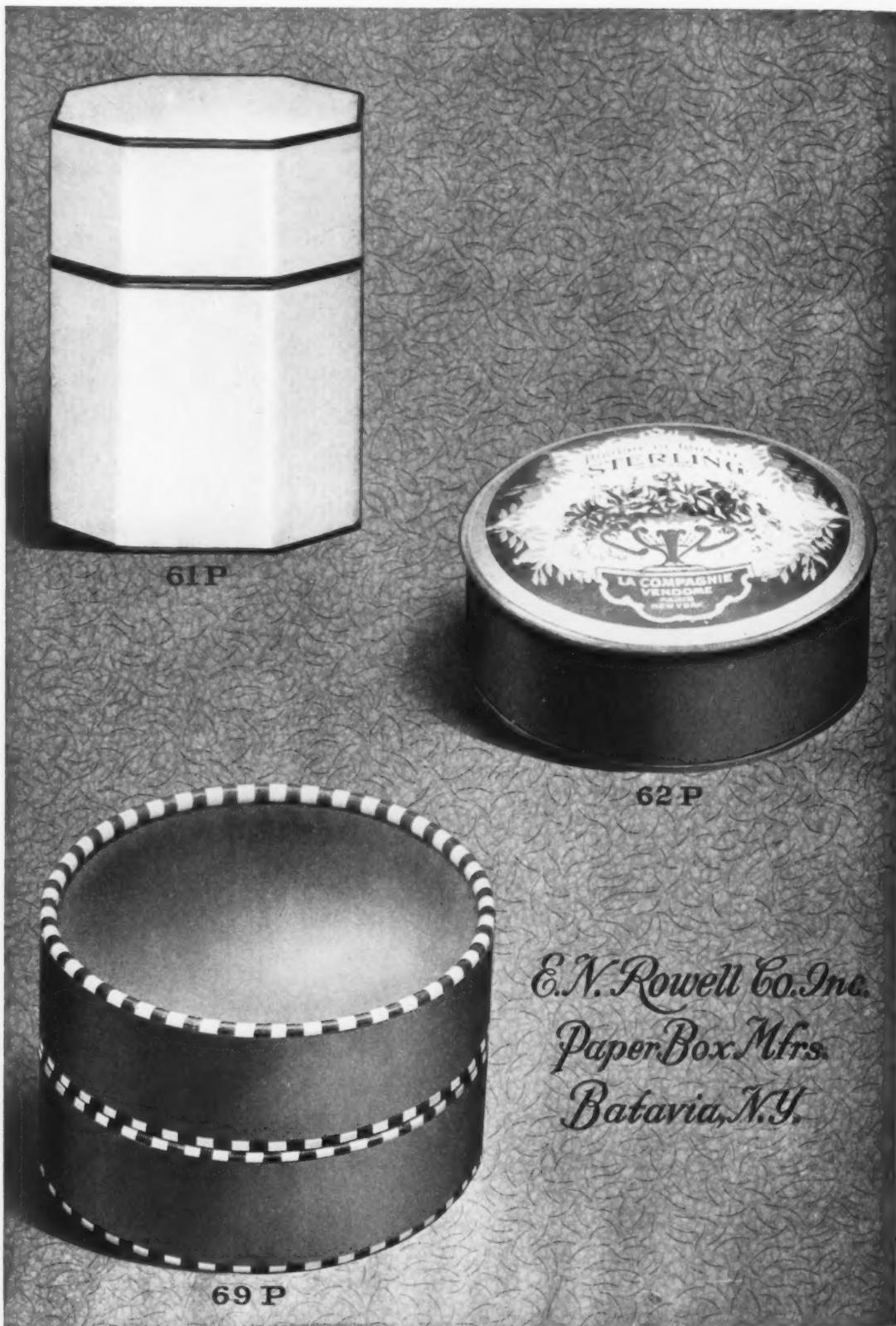
The Container Problem

of the manufacturer of toilet preparations is solved by Rowell Paper Boxes. Each box is exactly uniform in finish, in design, in materials and in workmanship, and this means also that the labels are always evenly and securely in place.

E. N. Rowell Co., Inc., Batavia, N. Y.

New York Sales Office: THE BRISTOL INDUSTRIES, INC.

41 Park Row, Room 805. Telephone: Cortlandt 1574-5



61P

62P

69P

E. N. Rowell Co. Inc.
Paper Box Mfrs.
Batavia, N. Y.



Elongated
Glass Stoppers
Ground
Finish



Elongated
Glass Stoppers
Cork Shell
Finish

PETITES

Capacity $\frac{1}{8}$ oz.

With Neat Aluminum Container

Screw Cap or Homeo Vials for Perfumers

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16 W. BARRE ST.

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"GO SAFE" MAILING BOXES

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The Most Efficient Mailer on the Market

Mail Your Samples
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In a Mailer that combines Neatness,
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Write us today

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(REG. U. S. PAT. OFFICE)

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"Hy-Speed" Liquid Mixers

with

"Push-Pull" Propellers

13,000 Users

can testify that we stand behind
all our products to the limit.

SPECIAL FEATURES

Clamps to any tank or barrel.

Mixes perfectly any liquid thick or thin.

"Push-Pull" action pulls liquid up from bottom of tank with
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Pitch of blades relieves thrust and strains from motor.

Capacity from 5 gals. to 1000 gallons.

Prices from \$37.50 to \$110, complete.

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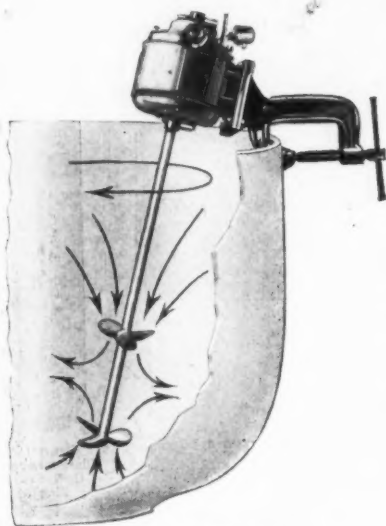
ALSOP ENGINEERING COMPANY

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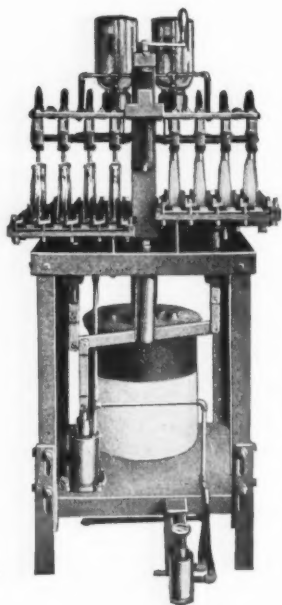
"Vacu-Filters," "Vacu-Pumps," "Hy-Speed" Mixers, Etc.

47 West 63rd St., cor. Broadway, New York City

Dept. M



Type No. 5, 1/3 H.P. Motor



Double Head Eight-Stem Semi-Automatic

VACUUM FILLING MACHINE

Fills four bottles while four others are being put in machine. Placing them in the machine discharges others on a Belt Conveyor. Readily adjusted for any ordinary size bottle. Foot control Valve automatically fills containers and dumps Overflow Jars. Detects bottles that will leak after filling, fills to absolute uniform height, and has no drippage.

Full particulars on application.

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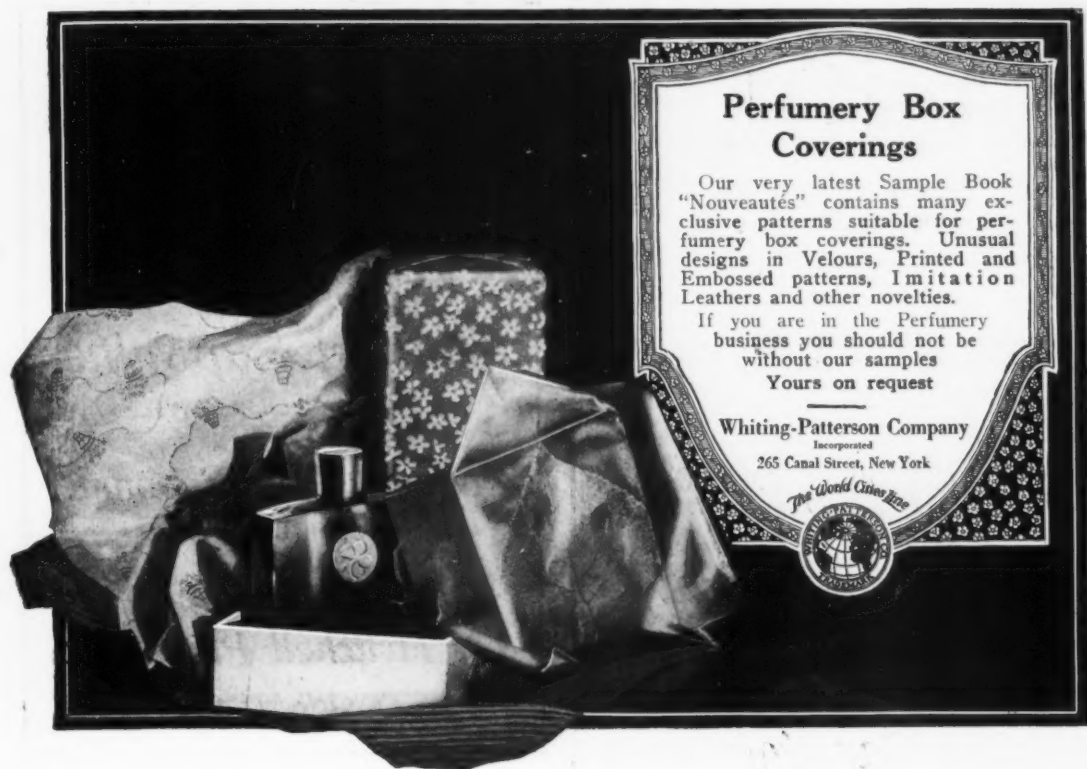
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The World's Largest Perfumery
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*Special Products for
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THE STANDARD METHOD OF
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VANILLA BEANS**

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*Arabic Tragacanth
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POWDERED KARAYA GUM



A Beautiful Garden of Flowers delights us by its fragrant odor and by its exquisite coloring. Nature is a Master Salesman and realizes that this combination is necessary.

The most successful powder and perfume manufacturers, when they take the odor from the flowers, follow the same means of salesmanship—that of dressing the odor in the proper color.

It is our business to design containers that will accomplish this purpose.

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ALDERMAN · FAIRCHILD COMPANY
Container Craftsmen
ROCHESTER, N. Y.



THE HOME OF
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Container Craftsmen
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VANILLA BEANS

THURSTON & BRAIDICH
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STOCK LABELS

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"DE LUXE"

Swivel Lip Stick Container

Gun Metal Finish with Gold Finish Swivel.
Makes an unusually attractive container.

Also finished in Gold or Silver or enameled in any
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The most practical and improved
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Finest in quality and finish, guaran-
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Samples submitted on request.

We make designs of any required
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Metal Caps for Perfume Vials a Specialty.

Ask our expert to call and figure on
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The filter medium is just as important as the filter press. We sell specially woven filter cloths and filter paper at very close prices. We shall be glad to quote on your requirements.

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TUBE AND JAR FILLER**



Plunger Type.

Always Gives Best Results.

For Accurate Filling and Easy Operation.

No Ratchet Teeth to Wear.

Quickly Cleaned.

Large Valve Opening.

Assures Highest Efficiency.

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The "Proctor" Continuous Truck Dryer—a wonderfully efficient system of drying all Laundry Bar Soaps. The bars of soap on trucks are automatically run through the dryer. Perfect surface drying is obtained with the least possible loss of weight. Saves time, space and labor. Send for our catalogue.

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Formerly The Philadelphia Textile Machinery Co.,
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**"Proctor"
DRYERS**

**The Hardesty
Vanilla Percolator**

—is an article of merit—

If you have not investigated the work of this really marvellous machine, you should do-so-at-once—



No
Complicated
Mechanism

No
loss of
material by
evaporation

Easy
to
operate

Truly
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A Superior Product in 48 Hours—
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THEODOR LEONHARD WAX CO., Inc.

Haledon, Paterson, N. J.

ESTABLISHED 1852



Specialties

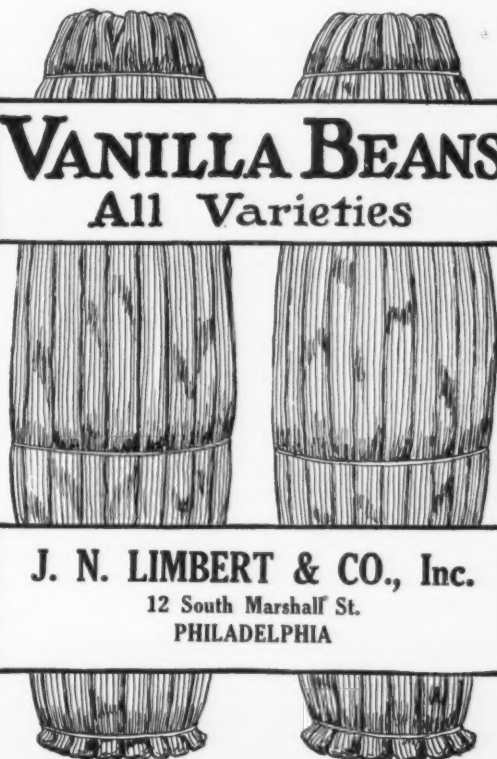
Pure White Sun Bleached Beeswax
Pure Refined Yellow Beeswax

Specify "T.L." Brand Pure White Sun
Bleached Beeswax. Guaranteed under
Food and Drug Act, June 30, 1906.
Serial No. 4068.

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ROUGE and FACE POWDER COMPACTS

Lip Sticks, Nail Polish
Cosmetique, Eyebrow Pencils



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Compact Specialists

PRIVATE BRANDS EXCLUSIVELY
PROMPT SERVICE—IMMEDIATE DELIVERIES

JULIUS SCHMID INC.

**Compacts
Lipsticks
Eye Brow Pencils**

*MADE UP UNDER
YOUR OWN BRAND*

**423-439 WEST 55TH STREET
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FILL *Rapidly
Efficiently*
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RODGERS MACHINES

Pastes or Powders

Complete lines made by

GEORGE G. RODGERS

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**Hand and Power Equipment
for**

**Filling, Folding and Crimping
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**QUALITY PRODUCTS
PLUS SERVICE**

Your Correspondence Solicited

**A Salesmen
Franchise Why Not
for Life Earn
More ?**

Salesmen now calling on drug trade, general stores, beauty parlors, barbers, grocery trade, can materially increase their income without additional effort or expense.

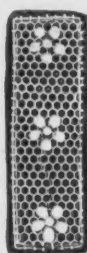
Our line is to be nationally advertised.

Not a make-shift proposition, but something substantial. Your life-time opportunity. Repeat sales will give you a lucrative year-around business on items that have no competition, and yet are in every day demand in every household.

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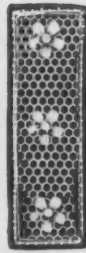
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NATURAL REFLECTION OF THE TALENTS WHICH
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GUARANTEED PURE

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FOREST PRODUCTS LIMITED,
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For Samples, Stocks and Quotations apply to—

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EXHIBITS WILL BE ON VIEW AT
THE BRITISH EMPIRE EXHIBITION

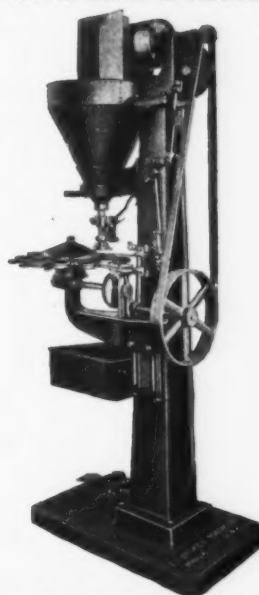
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Can be used
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FILLER

Increases
Capacity
40%



Send for Circular

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Let Us Help You Improve Your Cosmetics

MANY years' experience in supplying the toilet preparations industry with beeswax enables us to offer impartial advice to perfumers eager to offer only the highest quality cold cream, cosmetics, etc. Important improvements have been made in the last few years and exacting perfumers specify **SNOWFLAKE WHITE BEESWAX** for their products. *Write for Samples and Prices.*

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Factory: Elmsford, New York

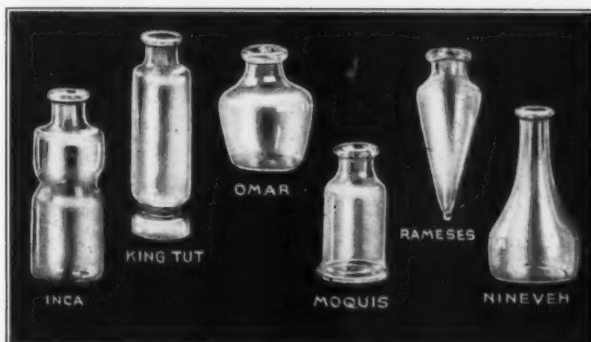
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MINIATURE Perfume Vials

Containers of unsurpassed quality—the kind that bring quick returns and many repeat orders. Capacities 1 to 10 cc. Let us send you samples and prices!

New designs made for your individual needs.

Glass Products Co.
VINELAND, N. J.





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FROSTING LIQUID

produces a most beautiful velvety, frosted clear finish—a very simple process—immersion from three to five minutes is required—no expense to install plant—cost of frosting at least 75% less than your additional cost of frosted bottles—process is absolutely non-hazardous and no drying up—therefore, always ready for use.

Special prices on contract.

Trial quarts, \$3.00; Single gallons, \$7.50; 10 gallons or more, per gal., \$6.00

Packing Charges Extra.

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EST. 1881

SOAP SPECIALTIES

Kranich
and
Specification
Soap Company

SHAMPOO BASE SOAP

OLIVE OIL BASE SOAP

LIQUID SHAMPOO

SHAMPOO PASTE

LIQUID TOILET SOAP

WHITE FLOATING SOAP

SURGICAL GREEN SOAP U.S.P.

SHAVING CREAM

SOFT POTASH SOAPS

AUTOMOBILE SOAP

CASTILE SOAP U.S.P.

BARS and POWDERED

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COLLAPSIBLE TIN AND LEAD TUBES

Plain and Decorated

Sprinkler Tops, Essential Oil Cans, Screw Caps

We are not large advertisers—you get the benefit in prices

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CONSOLIDATED FRUIT JAR CO.

NEW BRUNSWICK, N. J.

ESTABLISHED 1858

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CASES, COMPACTS AND
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NEW YORK MIRROR WORKS

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MIRRORS
ARE GUARANTEED
DELIVERIES PROMPT.
WE WILL GLADLY SUBMIT
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SUPERIOR COMPACT PUFFS

*Puffs of exceptional
quality completely
harmonizing with the
artistic temperament
of your individual
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Particulars gladly furnished

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THE Best Values
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a dependable Special-
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I am *the* pioneer in
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*New and classic designs with push
button catch—best one produced.*

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Homeopathic Vials of Every Description

Manufactured by the

RUTH GLASS COMPANY

Conshohocken, Pa.

QUALITY AND MOST ATTRACTIVE PRICES



COLLAPSIBLE TUBES

*Be sure to get the proper one
for your Ointment*

A Full Line for Every Purpose—Filling
and Closing Equipment—
Keys and Clips.

STANDARD SPECIALTY & TUBE CO.
NEW BRIGHTON, PA.



Terpenes and Residues of Essential Oils

Half the price of general products, but the perfuming strength is of a higher percentage than indicated by the price.

Star Aniseed
Lemon
Orange
Lime
Lemongrass
Geranium
Carraway
Cloves
Bergamot
Linaloe (Mexican)
Peppermint
Thyme
Citronella (Java and Ceylon)
Pimento
Terpinol

Write for Samples and Prices.

The Meht & Daniel Corp.

SALES AND PURCHASING AGENTS FOR
MEHT & DANIEL, HAMBURG, GERMANY

100 Hudson Street New York

CLASSIFIED ADVERTISEMENTS

The rate for advertisements in this section is 50c. per line per insertion. Please send check with copy. Address all communications to
PERFUMER PUB. CO., 14 Cliff St., New York.

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WILL BUY FOR CASH—

ODD LOTS, OVERSTOCKED OR DISCONTINUED LINES OR ANY MERCHANDISE THAT YOU WISH TO TURN INTO CASH.

KAROFF DRUG & TRADING CO.,
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FOR SALE.—Two 4-roll Granite Toilet Soap Mills, Four 3-roll Granite Toilet Soap Mills, Foot Soap Presses, Soap Powder Mills, Steel Soap Frames, Steam Jacketed Crutchers, Steel Slabbers, Soap Cutting Tables, Soap Chippers, Soap Remelters, 5-roll and a 4-roll Houchin-Aiken Steel Soap Chip Mills. Soap Plodders. Newman Tallow & Soap Machinery Co., 1530 So. Halstead St., Chicago, Ill.

Wanted—Responsible manufacturer would like to buy out a small manufacturer of perfumes and toilet specialties—must be a going, established business. Reply, giving volume of sales, territory covered, number of salesmen if any, reason for wanting to sell out, price, and all the essential information. Address B. O. Box. 1210, care of this journal.

(Continued on page 136)



OLEO RESIN OPOPONAX

Manufactured from the pure oriental gum in my own laboratories.
Guaranteed absolutely pure and very concentrated.

Let me submit price and sample.

If your preparation calls for an exceptionally high quality
OIL LAVENDER FLOWERS PURE

then let me submit a sample.

Quotation and sample upon request.

L. A. VAN DYK
Manufacturing Chemist

110 West 14th Street
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1114 State - Lake Bldg.
Chicago

COLLAPSIBLE TUBES & CONTAINERS

TORONTO LIMITED CANADA



PURE TIN OR LEAD PLAIN AND DECORATED
ALUMINUM SCREW CAPS, SHAVING STICK BOXES ETC.
FOR YOUR CANADIAN TRADE

We Make a Specialty of These Soaps

UNIFORMITY of your LIQUID TOILET SOAP and SHAMPOO will enable you to increase your business.

BUCKEYE BASE SOAP will produce a liquid soap or shampoo that will be uniform in every respect. An exacting chemical analysis insures the uniform composition of these soaps.

LIQUID SHAMPOO
SHAMPOO BASE SOAP
SHAMPOO PASTE
LIQUID TOILET SOAP
TOILET BASE SOAP
SURGICAL GREEN SOAP

WRITE FOR SAMPLES AND PRICES

THE DAVIES-YOUNG SOAP COMPANY
DAYTON, OHIO

DIRECT IMPORT FROM RÉUNION

Write us for

GERANIUM, VETYVER, YLANGS, PATCHOULI

Quality Guaranteed

Everything concerning Perfumers and Soapmakers
Absolute and Concrete Essences of Flowers

SOCIÉTÉ SIPA

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MARSEILLE, FRANCE

Cable Address:
SIPAROM MARSEILLE



HARD-WHITE-ODORLESS STEARIC ACID

MADE WHITE

PACKED TIGHT

DELIVERED RIGHT

Pure Stearic Acid in Convenient Size Cases
RUB-NO-MORE CO. FORT WAYNE, IND.

(Continued from page 134)

BUSINESS OPPORTUNITIES

Wanted—A tank mixing machine, 50 or 100 gallons, also a small mixing machine with tight cover suitable for rubber cement. A tilling machine measuring pints, quarts and gallons. Address B. O. No. 1215, care of this journal.

Wanted—Second-hand collapsible tube decorating machine, A-1 condition. Give particulars and price. Address B. O. No. 1216, care of this journal.

Wanted—Second hand Colton automatic collapsible tube filling, closing and clipping machine. Address B. O. 1219, care of this journal.

Spot Cash for your discontinued styles or odd lots of small perfume bottles and boxes. Also face powder boxes, Druggists Supply Co., Omaha, Nebr.

For Sale—Very reasonable, one model 0-7 U. S. Bottlers Machinery Co., Acme Filler, Aluminum construction, to fill seven bottles at one time. Spencer Perfume Co., South Bend, Ind.

MIXING KETTLES FOR SALE

2 Werner & Pfeleiderer, size 16, type VI-IX, Class BB, 150 gallon working capacity. Steam jacketed and heatable blades.

2 J. H. Day No. 30 Imperial Mixers. 110 gallon capacity. Steam jacketed and power tilting.

4 Westerman Mixers, 150 gallon capacity. Steam jacketed and tilting.

2 East Iron Mixers, 150-200 gallon capacity. Capable of mixing and masticating very heavy material. Steam jacketed and tilting.

3 Ross Vertical Mixers, 80-100 gallon capacity.

All kettles in excellent condition.

American Chicle Company, Long Island City.

Wanted—A number of steam jacketed copper kettles, tin lined, about forty gallons capacity, with agitator, also tin lined copper kettles, steam jacketed, with larger capacity. Address B. O. No. 1214, care of this journal.

For Sale—One Columbia dictating machine model 7, type A, serial No. 75677, and one Columbia transcribing machine model 7, type B, serial No. 53237. Both are in excellent condition. Address Marinello Company, La Crosse, Wisc.

For Sale—One No. 3 or 6 Ft. Gyrator with No. 150 mesh silk cloth on frame, complete with blank extra sieve frame, and one No. 1 or 4 Ft. Gyrator sifter with No. 150 mesh silk cloth on sieve frame, complete with one extra blank sieve frame. Address Marinello Co., La Crosse, Wisc.

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Position, by an up-to-date soap maker. Making all grades of white laundry and yellow soaps, oil soap, washing powders, cold and half boiled soaps, and many other articles. Best of references. Address S. W. No. 1217, care of this journal.

Salesman with technical experience in toilet goods—perfume line, would like to represent reputable firm. Address S. W. No. 1218, care of this journal.

Creative perfumer and chemist of many years' actual manufacturing experience, covering high-grade perfumes, toilet preparations and cosmetics. Can compound own oils. Capable of taking full charge. Location immaterial. Moderate salary. Address S. W. No. 1221, care of this journal.

HELP WANTED

Wanted by an essential oil house—Man to assist in filling orders, packing and shipping. State experience and salary expected. Address H. W. No. 1220, care of this journal.

(Continued on page 138)



ESTABLISHED 1890

FOREIGN—**TALC**—DOMESTIC

KAOLIN

ZINC OXIDE

MAGNESIA CARBONATE

SOAP POWDER

ZINC STEARATE

PREPARED CHALK

PRECIPITATED CHALK

Light, Medium, Heavy, Dense and Free Flowing

STARCH

INFUSORIAL EARTH

WHITTAKER, CLARK & DANIELS, INC.

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New York

RESINAROME OPOPONAX

(Hugues Aine)

Derived from genuine Oriental gum-resin Opoponax by the volatile solvent process, Resinarome Opoponax makes this novel and valuable odor note available for perfumers in an absolutely uniform, concentrated and convenient form. The resourceful aromatician can find full scope for its characteristic potentialities.

UNGERER & CO.
NEW YORK

HUGUES AINE
GRASSE

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AMOLE PRODUCTS

Have given the trade the utmost in satisfaction for nearly 40 years. Selection of the highest types in raw materials combined with formulas of long proven merit and skillful specialists enable us to supply products of a very superior quality. We invite your inquiries on any of the following in which you may be interested.

SHAMPOO LIQUID, PASTE and BASE—LIQUID SOAP—SHAVING and
TOILET SOAPS—SHAVING CREAM—FACE CREAMS

Also a large line of especially high grade preparations for Beauty Parlors.

All of these products can be furnished in bulk or packed in containers ready for your private brand labels.

AMOLE SOAP CO. - - Tippecanoe City, Ohio
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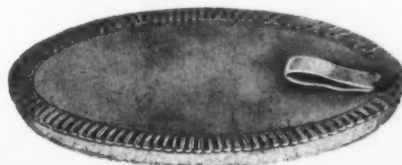
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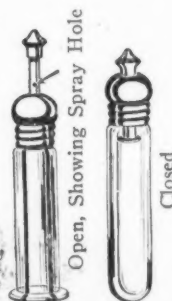
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SEE PAGE 11.

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